

LIFE

COLOR: NEW POPE TAKES OVER

BILL ROGERS: GENERAL IN CHARGE
OF U.S. DESEGREGATION BATTLE



IN HIS NEW PAPAL
ROBES, JOHN XXIII
RECEIVES HOMAGE

NOVEMBER 10, 1958

25 CENTS

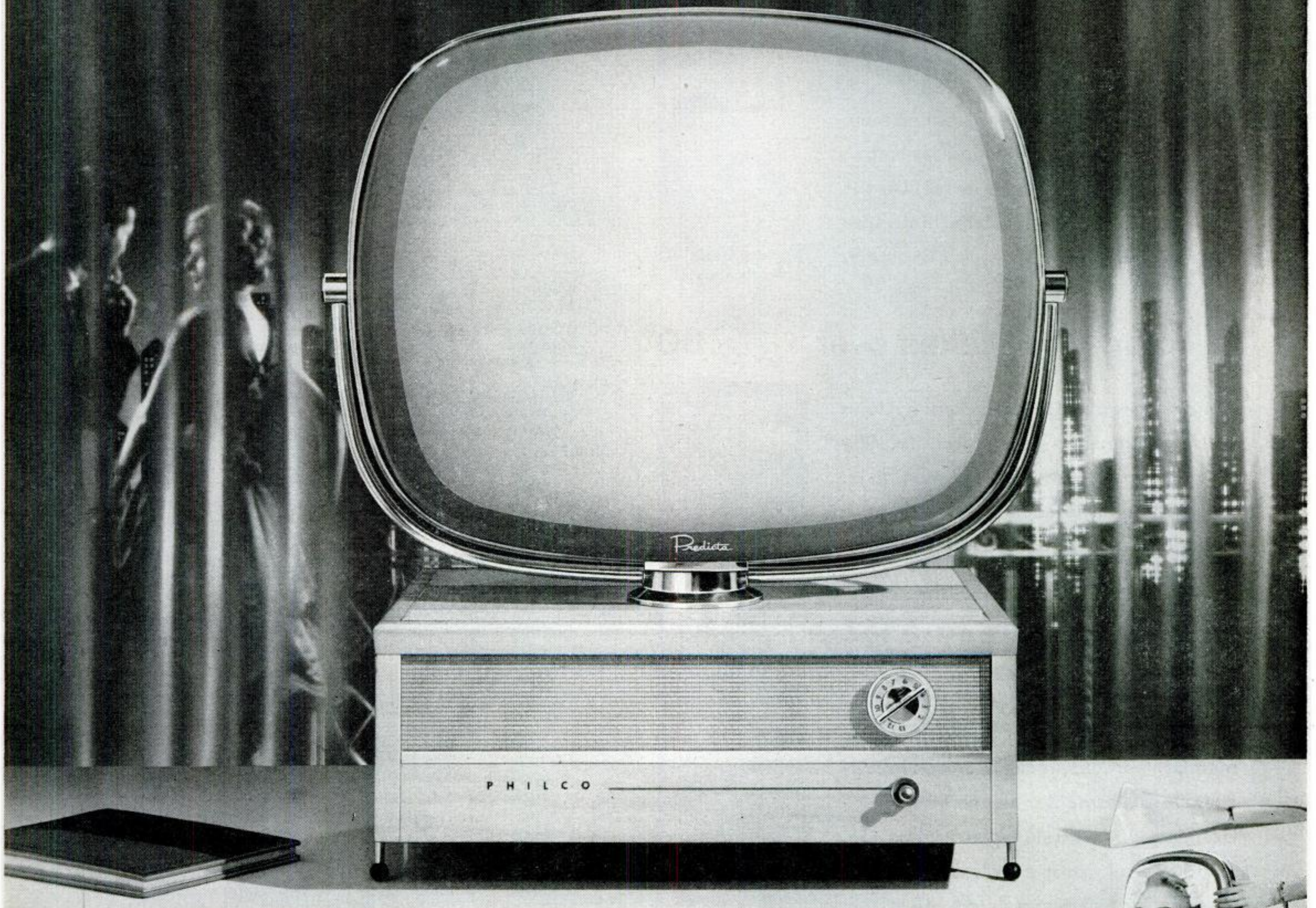


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This One



YJ8L-N25-K06B

Miracle at a mine

To a mining town mourning its lost men, to the trapped men in the mine far below, the unbelievable happens twice. On the sixth day 12 are rescued, on the ninth seven more. Survivors tell their own story.



RESCUED MINER

In color: Pope takes over

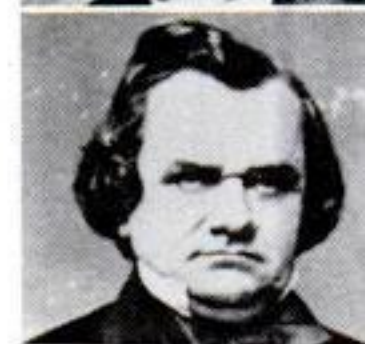
Amid scenes of color and ceremony John XXIII assumes his papal authority. Why he was chosen, what kind of man he is, what problems he faces are revealed in an intimate look at the Pope's personality.



POPE JOHN XXIII

Historic debate re-enacted

Making history come alive, hundreds of citizens in Illinois dress up in costumes, march in parades, recite orations in full-scale re-enactment of the great Lincoln-Douglas debate on slavery 100 years ago. Although the words are old and the partisan passions are simulated, the issues involved are remarkably timely today.



LINCOLN AND DOUGLAS

A fighting Attorney General

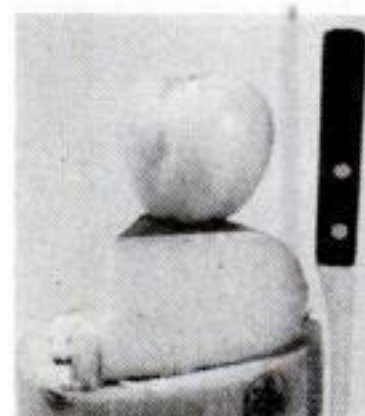
Young, little known, relatively new to his job, Bill Rogers has become one of the most important men in America. As Attorney General, he has mapped a clear, effective U.S. policy for enforcing integration.



WILLIAM P. ROGERS

Tastes from a new cook book

Handsome excerpts in color from LIFE's new *Picture Cook Book* (which is being published this month) show imaginative ways of bringing out the best in two culinary workhorses: vegetables and cheese



VARIETIES OF CHEESE

24

30

103

120

62

COVER

Pope John XXIII spreads his hands in benevolent greeting to well-wishers just after his election. He wears papal stole of red silk, embroidered in gold with figures of Apostles Matthew (left) and John (right). (See story starting on page 30)

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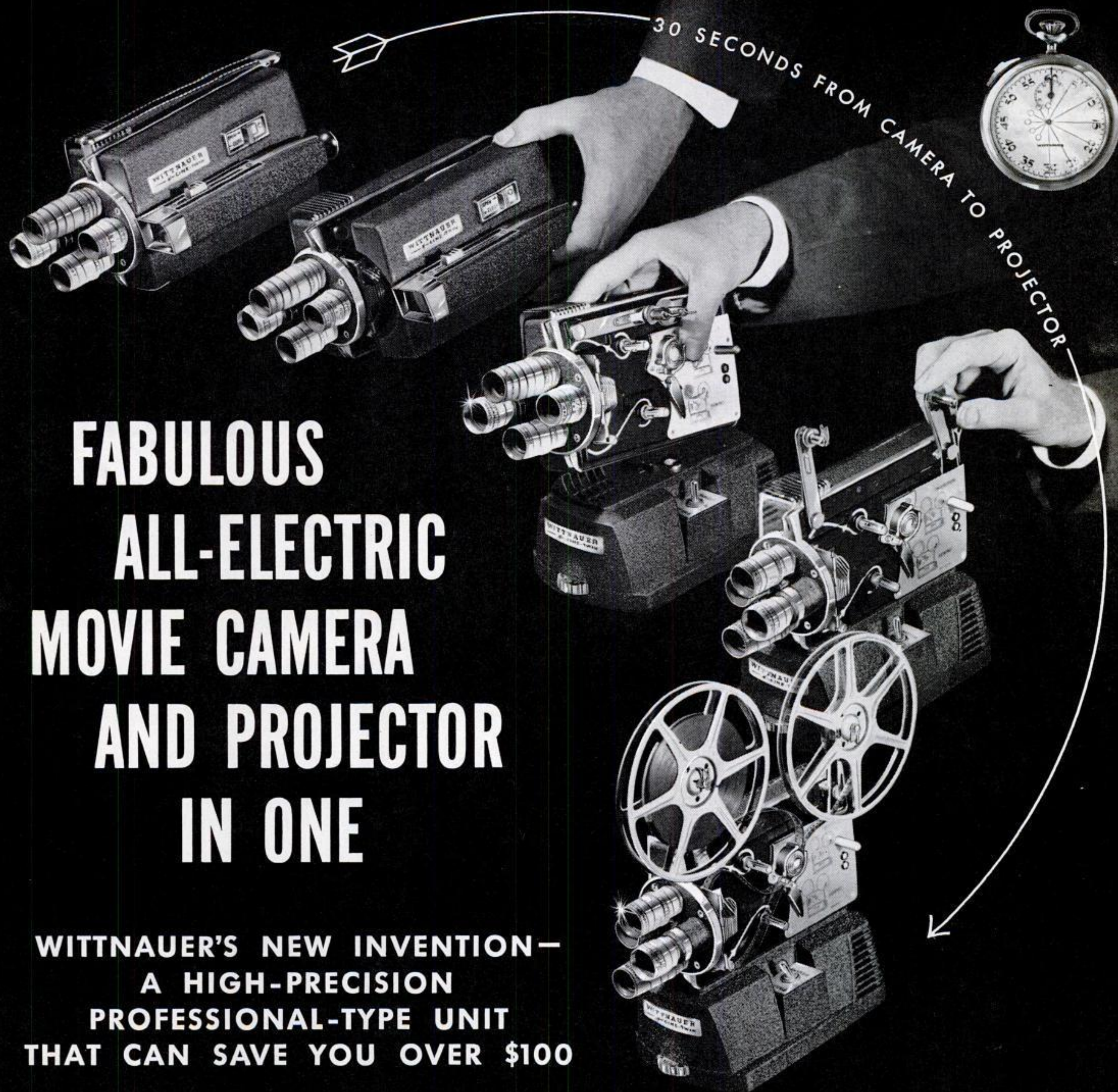
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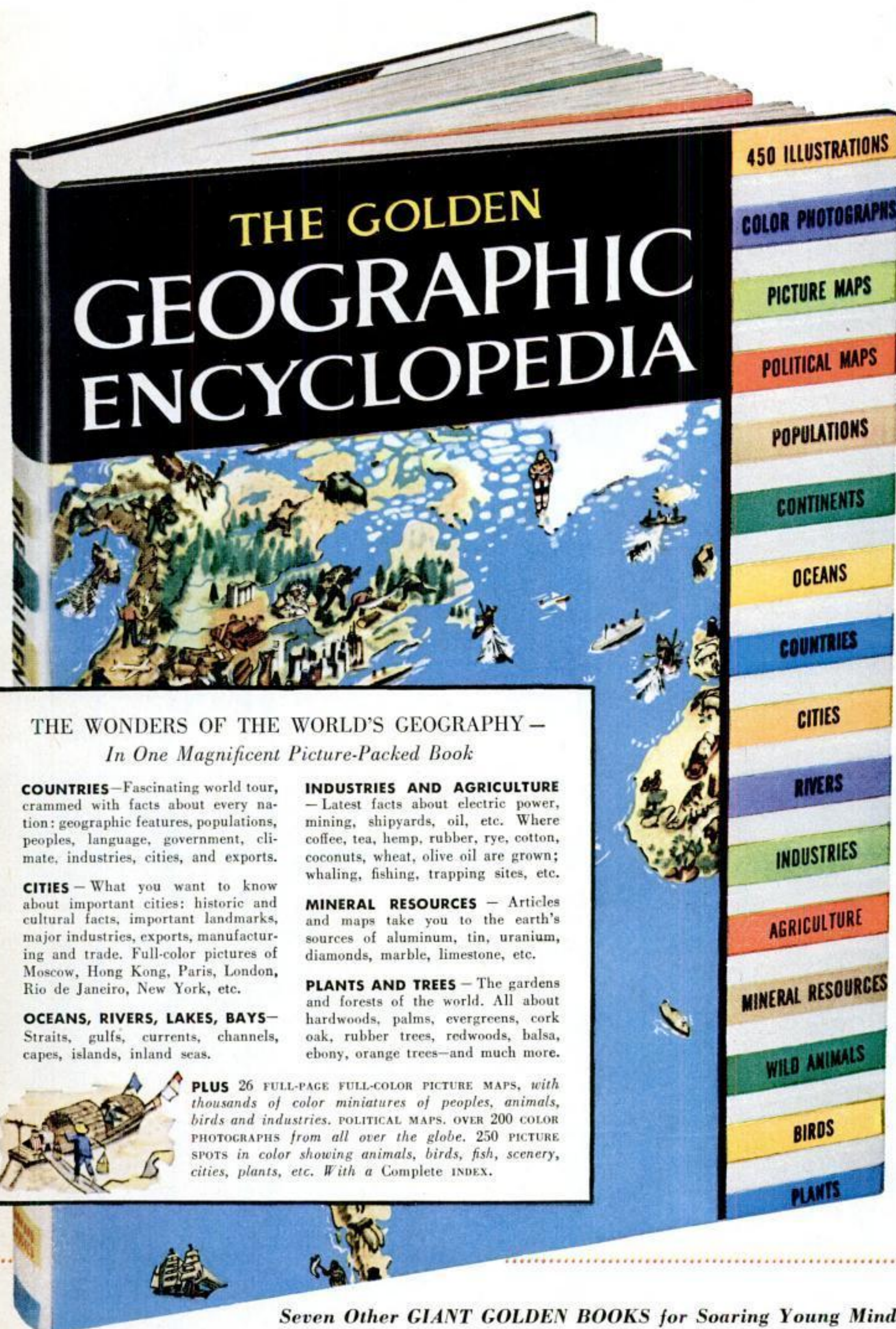
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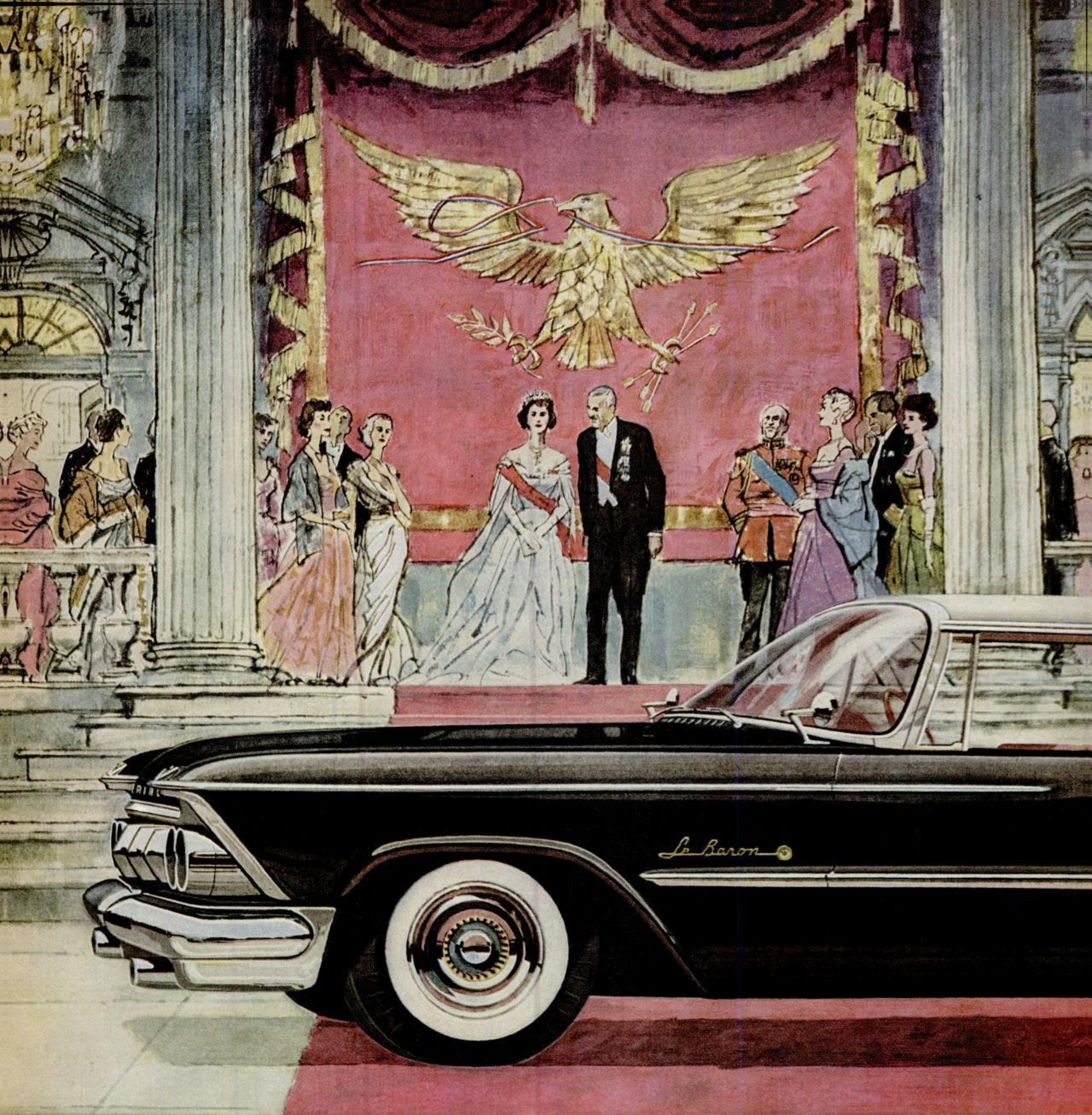
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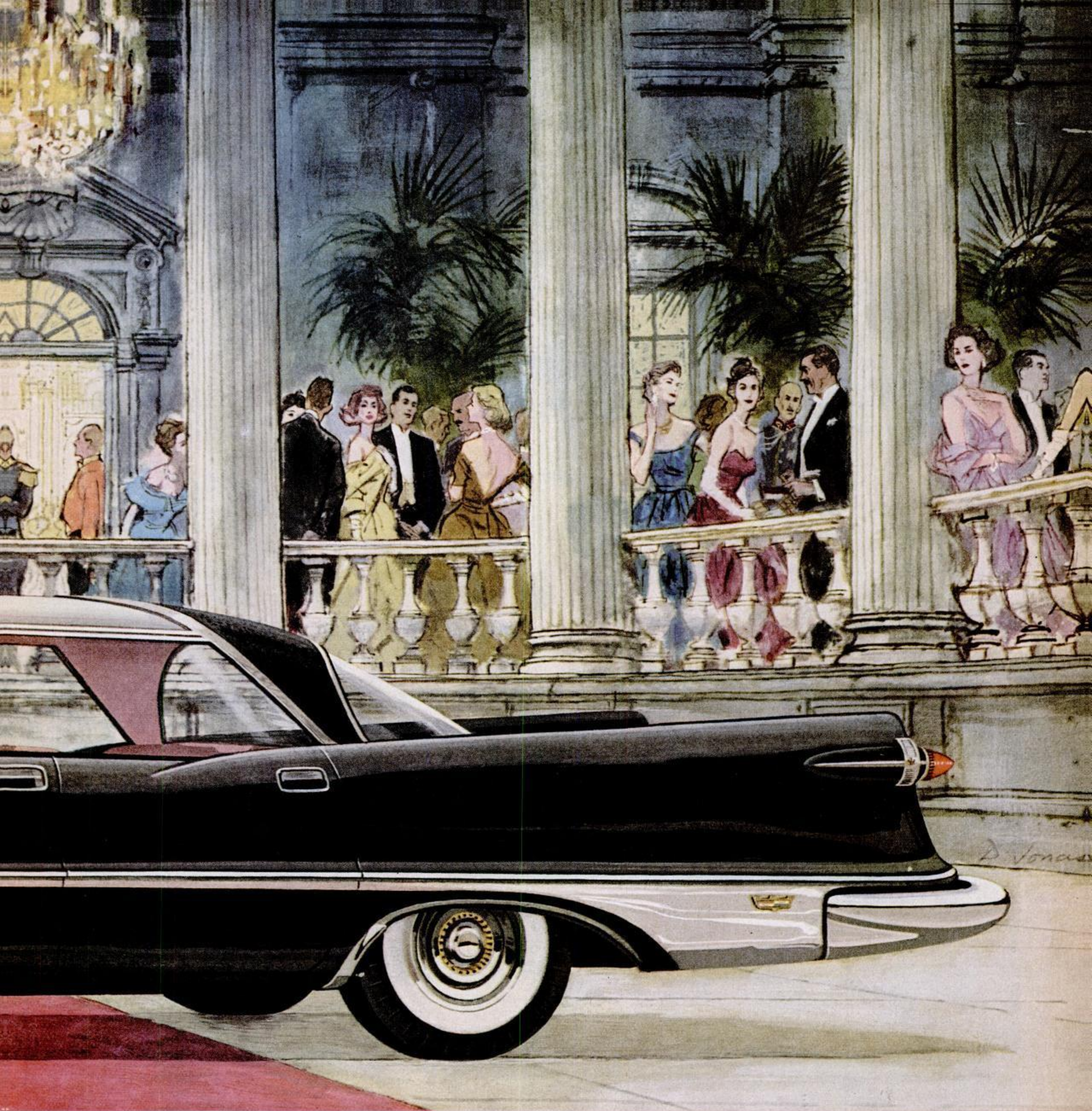
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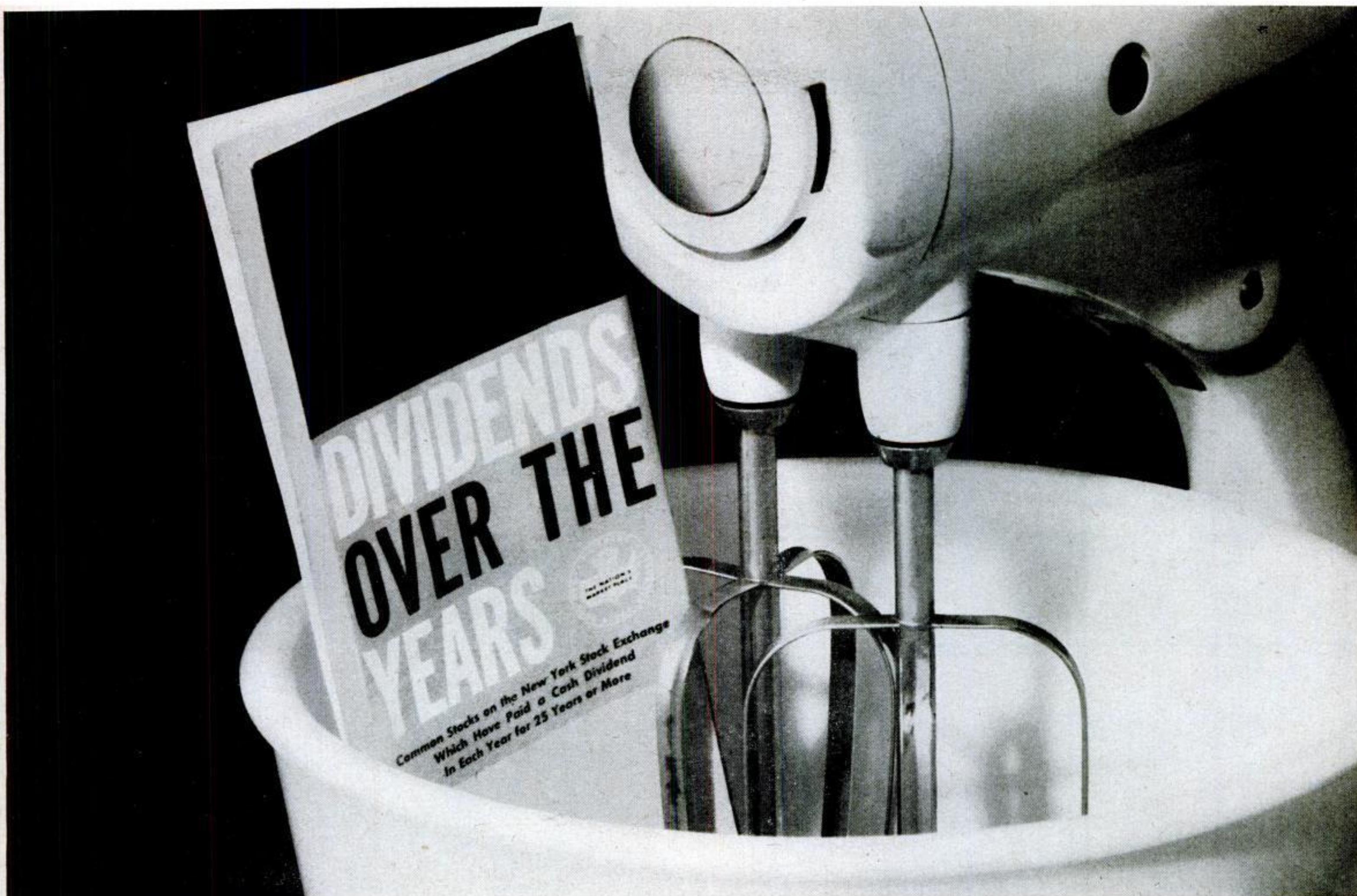
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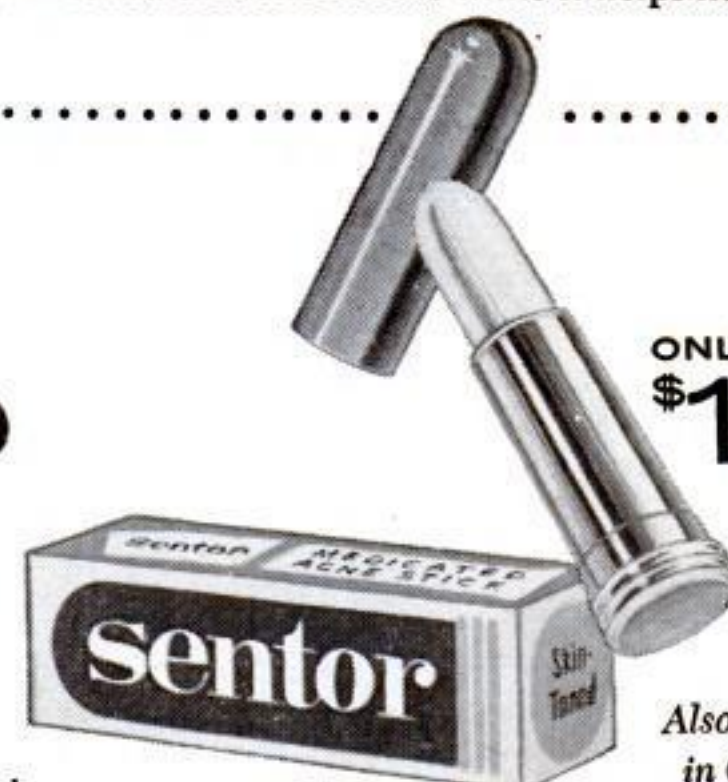


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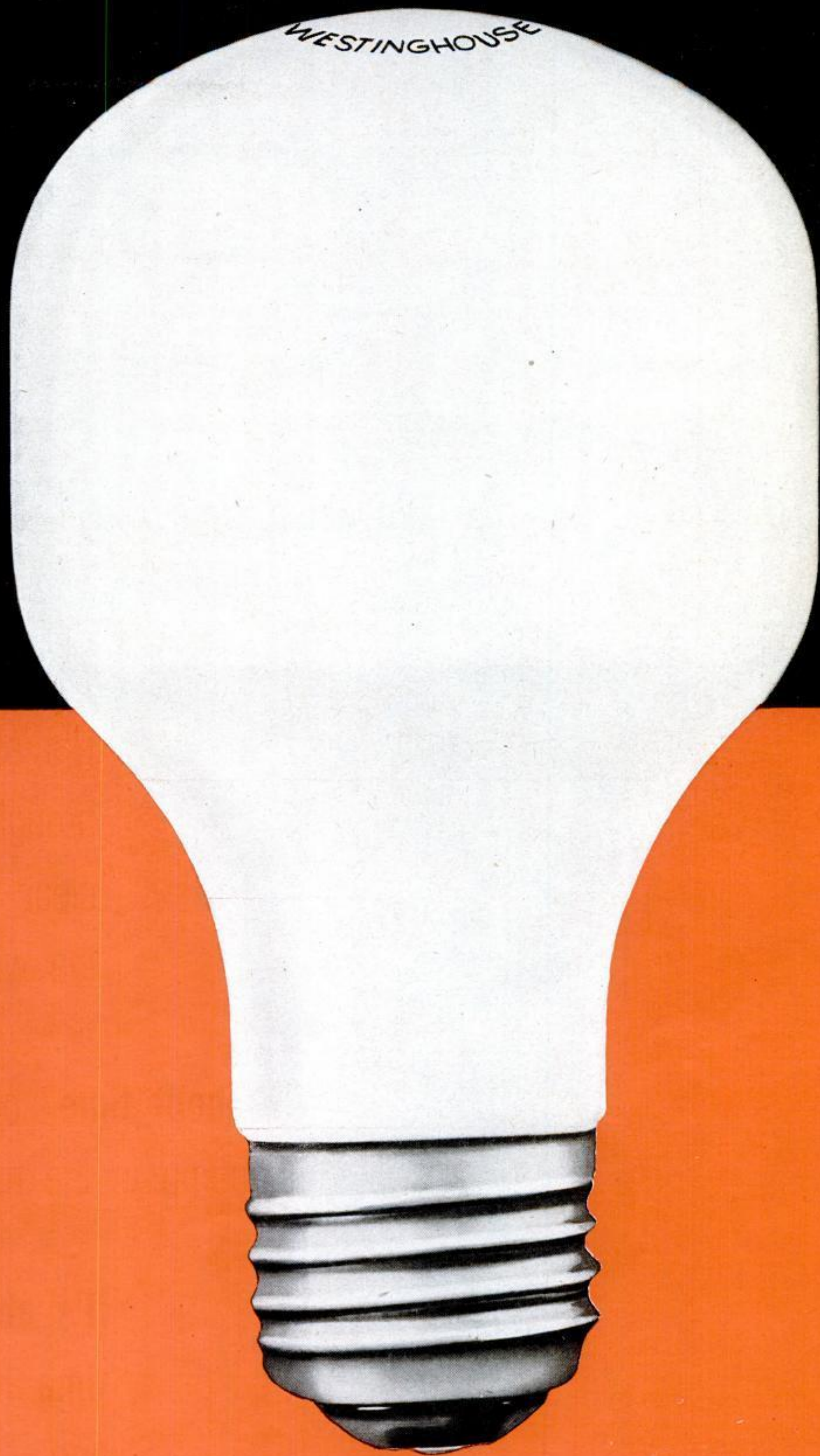
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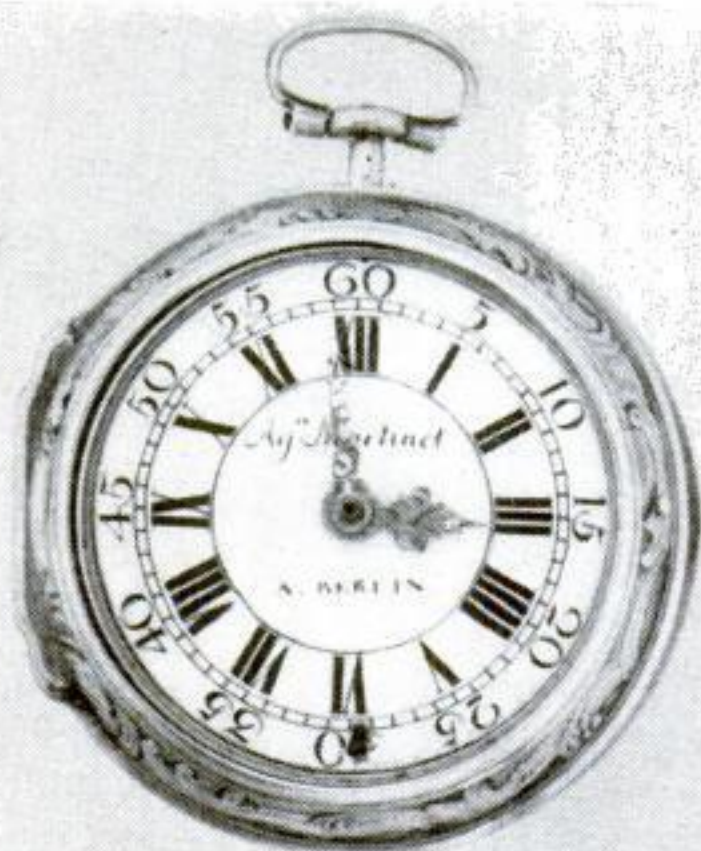
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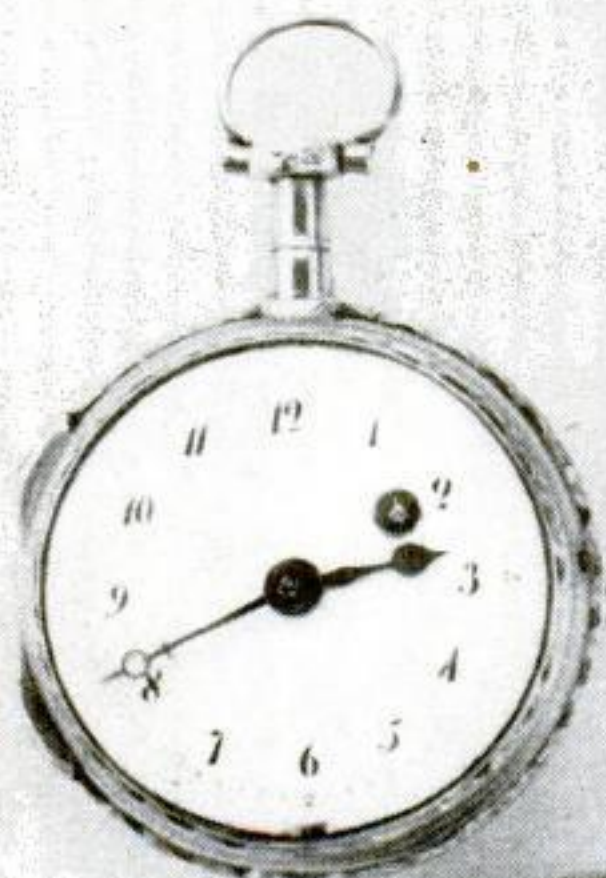
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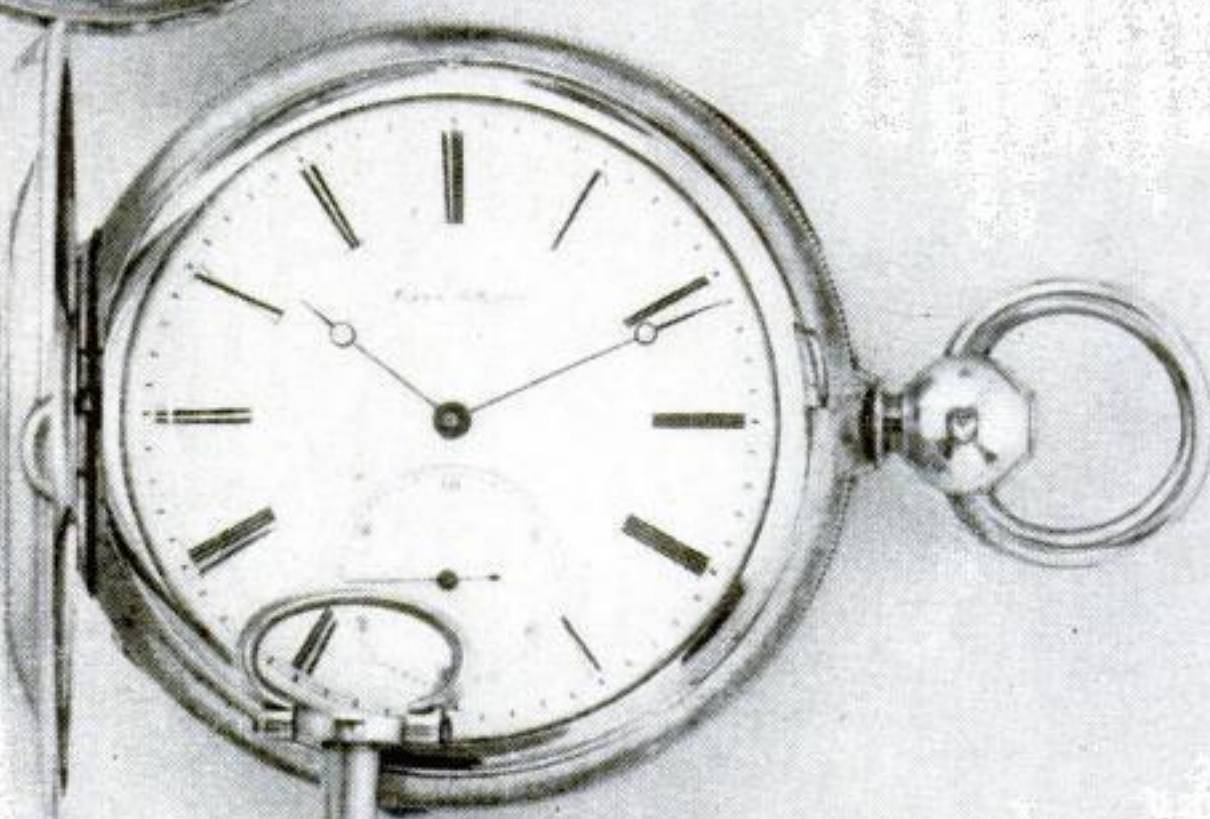
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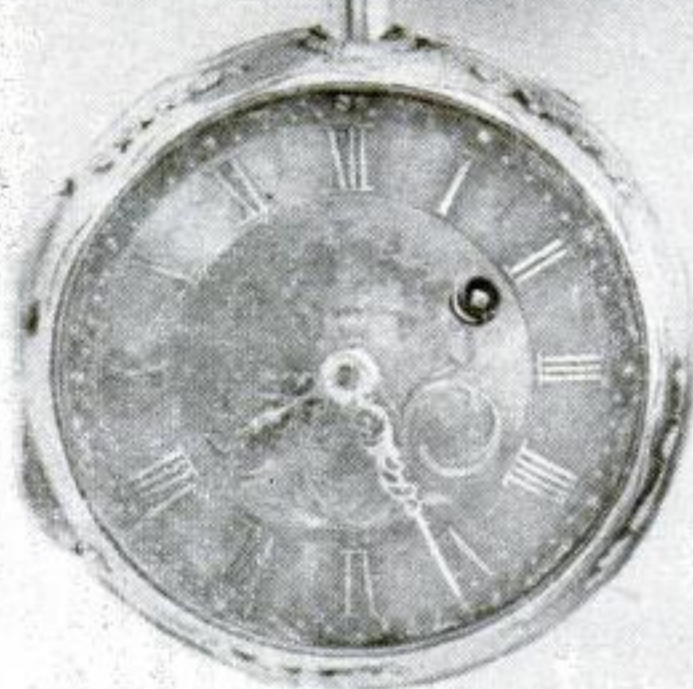
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clear the full width of
the windshield



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the hump in the middle of the floor

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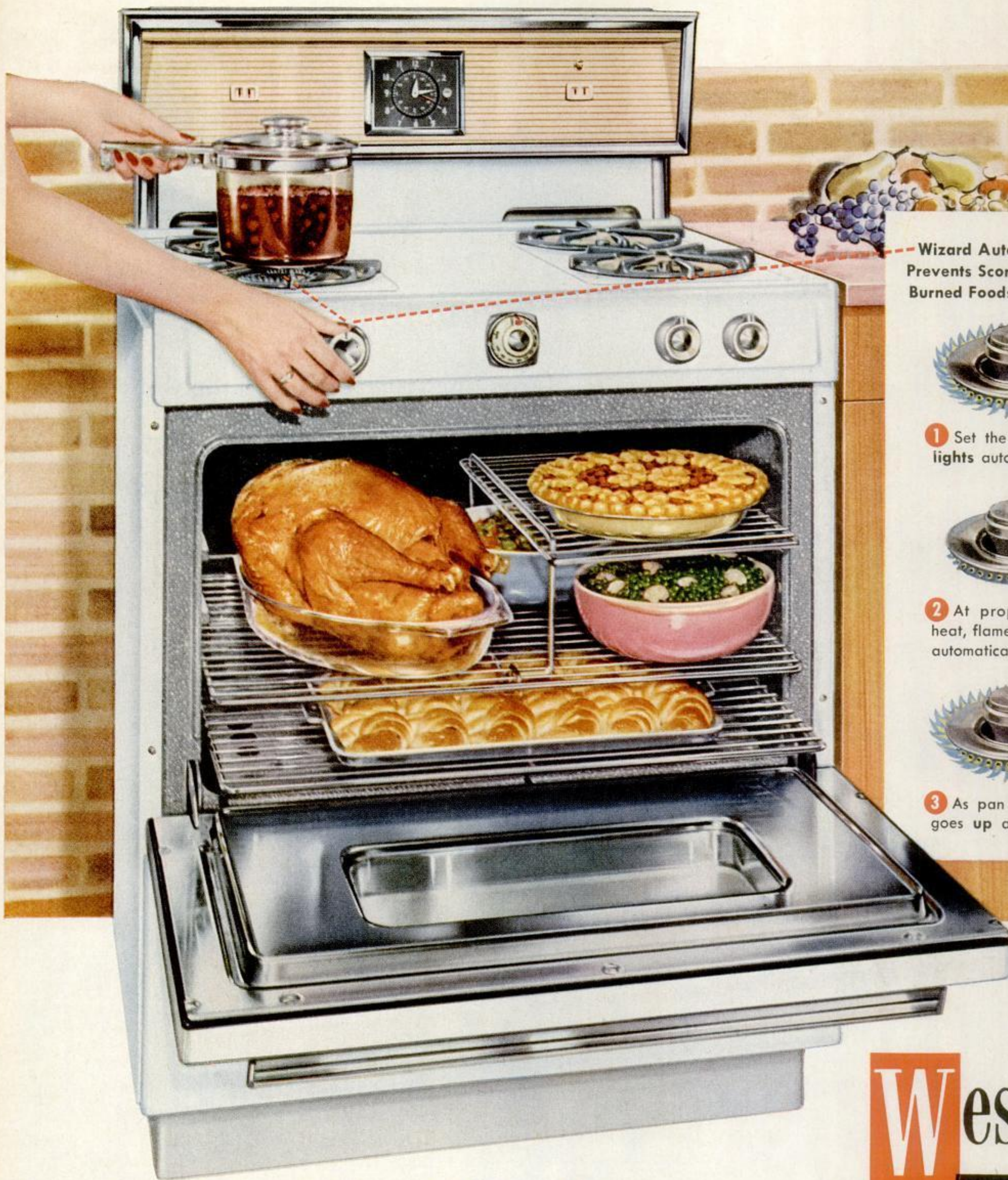
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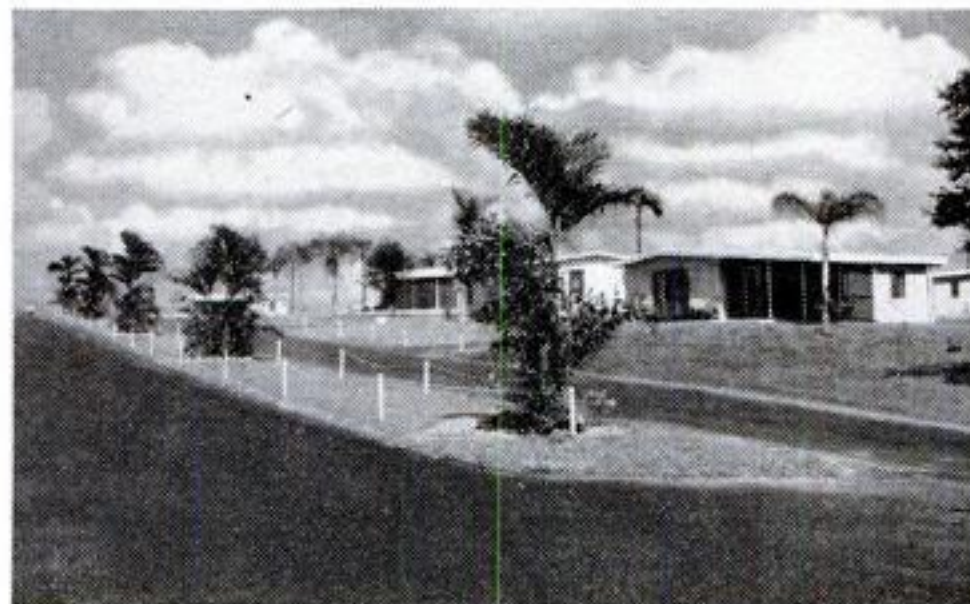
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Recent aerial view of Vero Beach Highlands.



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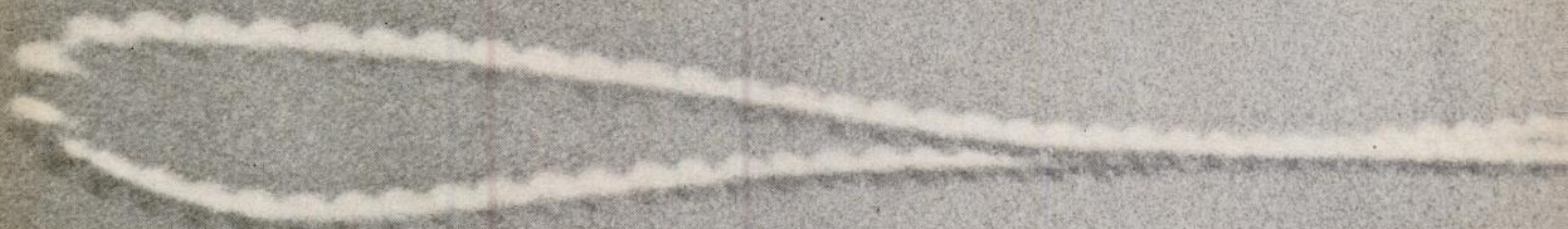
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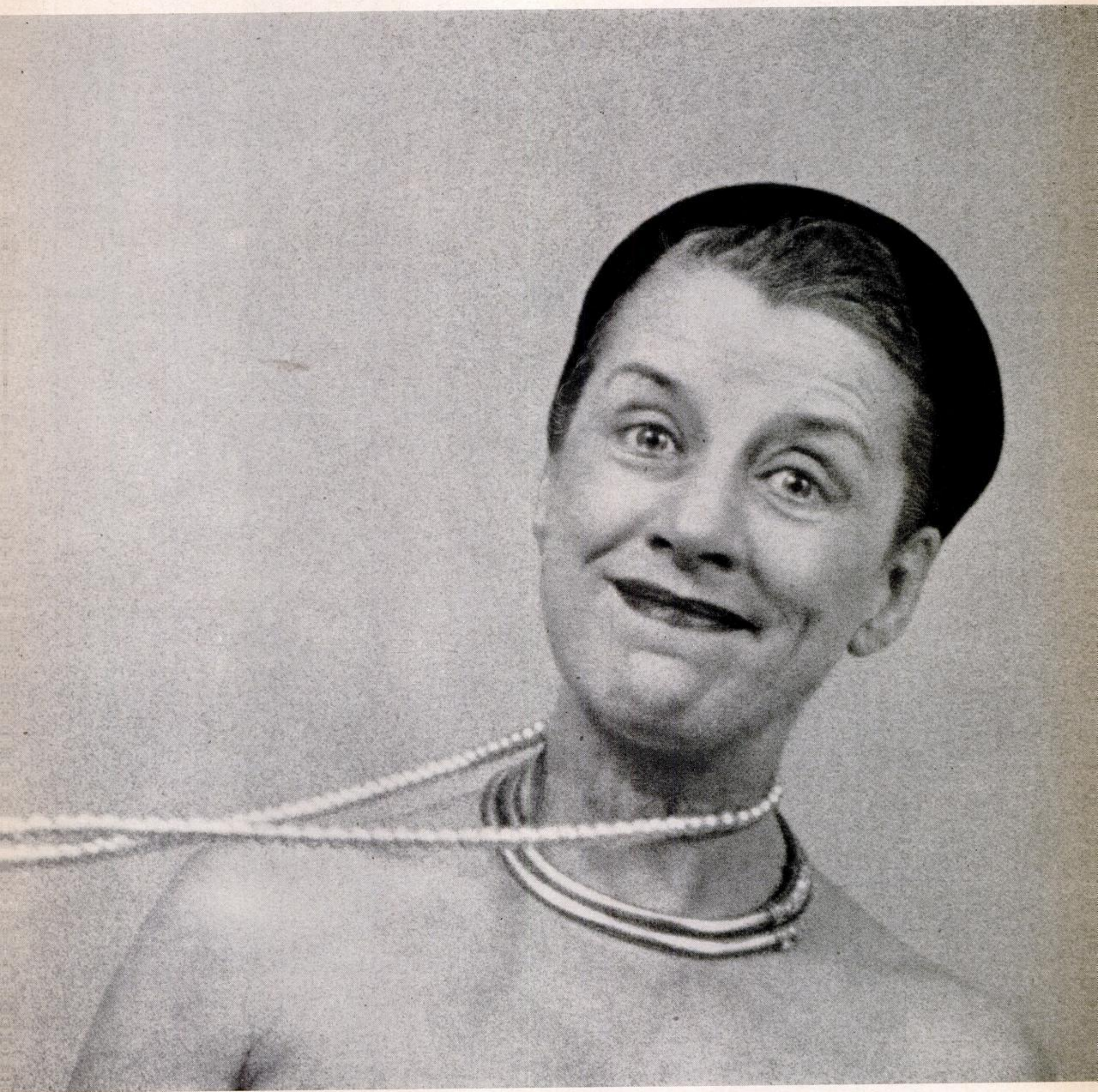
Pearly Hoop of an Early



MOST people like their hula hoops round and rigid, but Comedienne Bea Lillie uses a flexible string of pearls six feet long. She began diverting audiences with the act long before the current hooping fad and still goes into it at the slightest provocation. Last month in London,

Hoopster

SPEAKING OF PICTURES



where she is playing *Auntie Mame*, she even twirled for Princess Margaret.

The stunt started years ago at a performance of *Inside U.S.A.* in Pittsburgh. The script called for Bea to finger her pearls demurely while conducting a choir. But one night she

twirled them instead. "It was a crazy success," she says. "Fancy that in Pittsburgh!"

After repeated successes with necklaces Miss Lillie looks on orthodox hoops as tame sport. "Pearls are more difficult," she says. "It's touch and go whether you choke to death."

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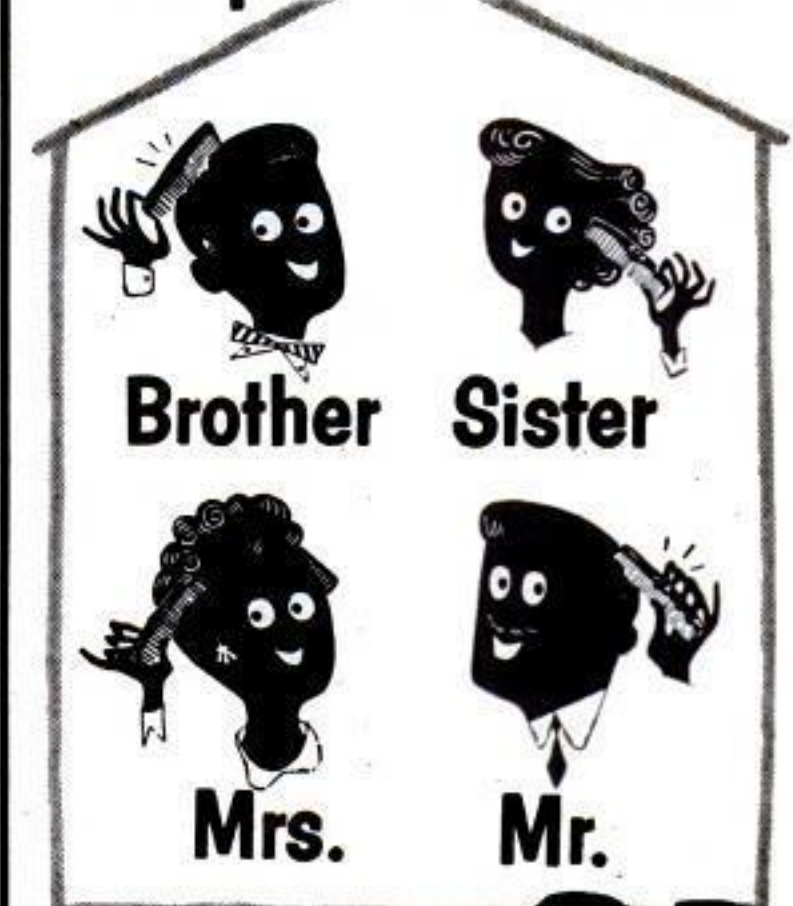
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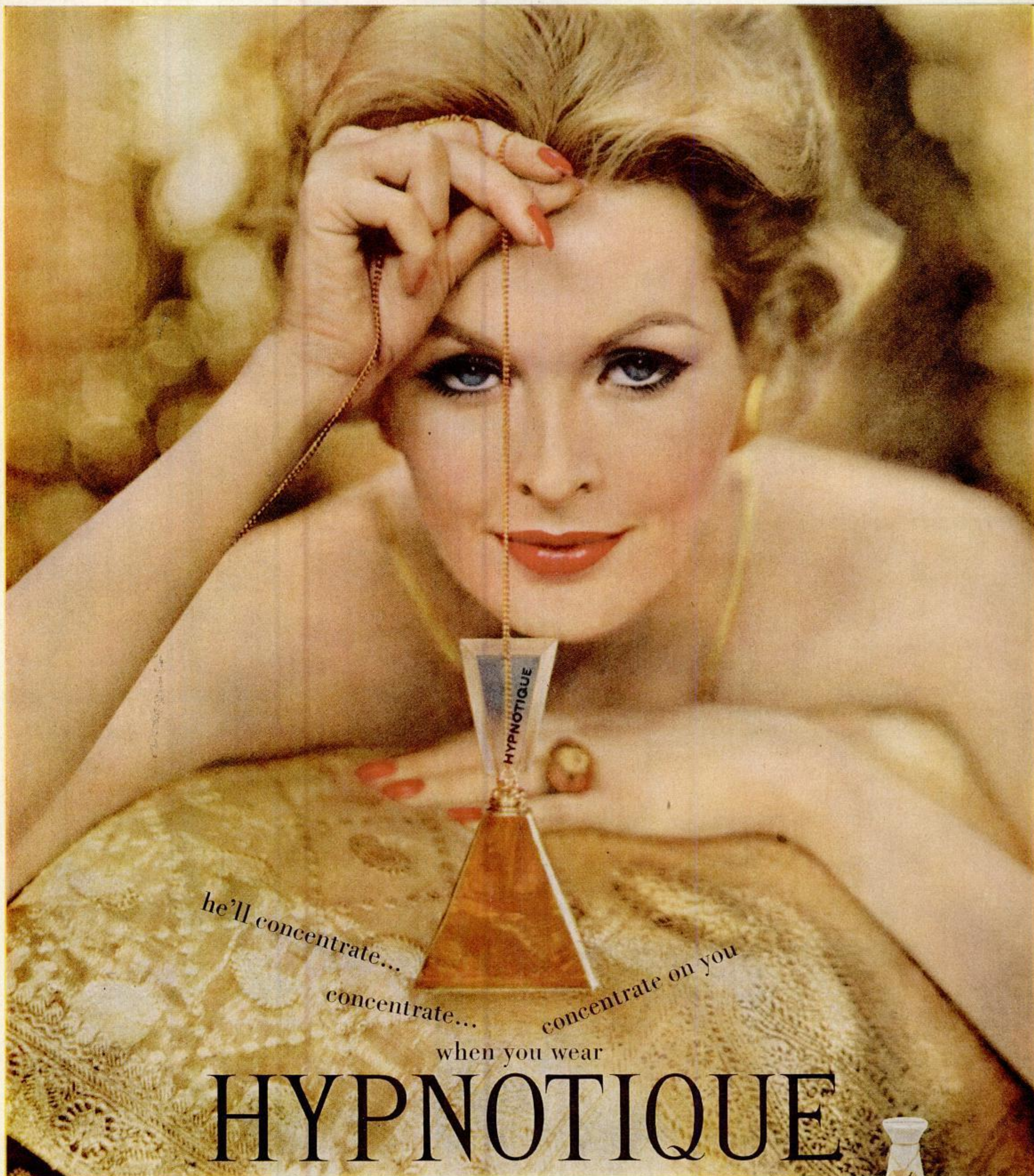


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LETTERS TO THE EDITORS

THE ISSUE

Sirs:

Congratulations on your Oct. 20 issue. I consider it your banner issue with the beautiful illustrations of our First Lady and the household, the remarkable photos of the Pope, his death and the lifelike pictures of the cardinals, the history-making voyage of the *Skate*, the deeply interesting story of "Monty"—all are truly literary bargains.

FRANK HUFF

Montrose, Calif.

SIMPLE END TO POPE'S SPLENDID LIFE

Sirs:

I would like to express my appreciation of the dignified and impressive coverage of the Pope's death ("A Simple End to a Pope's Splendid Life," *LIFE*, Oct. 20). Though the late Pope had won the respect of millions, I imagine some may object to what you have done and said in such an impressive way.

REV. WALTER A. BOWER

Philadelphia, Pa.

Sirs:

May I congratulate all of you on the respectful and objective articles relating to the death of the late world-beloved Pope Pius XII and the Papacy.

FATHER JOHN R. FERGUSON

Scranton, Pa.

Sirs:

As a devout non-Catholic, non-Evangelical Christian, I wonder how Jesus would react to all this gorgeous show? He taught simplicity and sincerity. He lived what he taught. He placed the Golden Rule supreme. He had no use for worldly display.

PERCIVAL MOTT

Winchester, Mass.

EDITORIAL

Sirs:

Of the many excellent editorials on the death of Pope Pius XII, your "The Universal Pope" (*LIFE*, Oct. 20) was by far the most outstanding, in my opinion. It was notable for its insight into the personality and dedication of this saintly man, for its scholarship and discerning penetration, for its deep and sympathetic understanding. It had a perspective grounded in the humanities as well as spiritual realities.

THOMAS F. CONNOR

Arlington, Va.

THE PAPACY'S AWESOME TASK

Sirs:

My heartiest congratulations and thanks to you and to Emmet John Hughes for "The Papacy's Awesome Task" (*LIFE*, Oct. 20). Perhaps it will inspire everyone who reads it to offer at least one small prayer for the man upon whom this frightening burden falls.

FATHER DONALD E. DACEY

Detroit, Mich.

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Sirs:

The article on the Papacy gives your readers, at least those who are Protestant, a clearer explanation of this institution.

F. J. MILLER

Cedar Rapids, Iowa

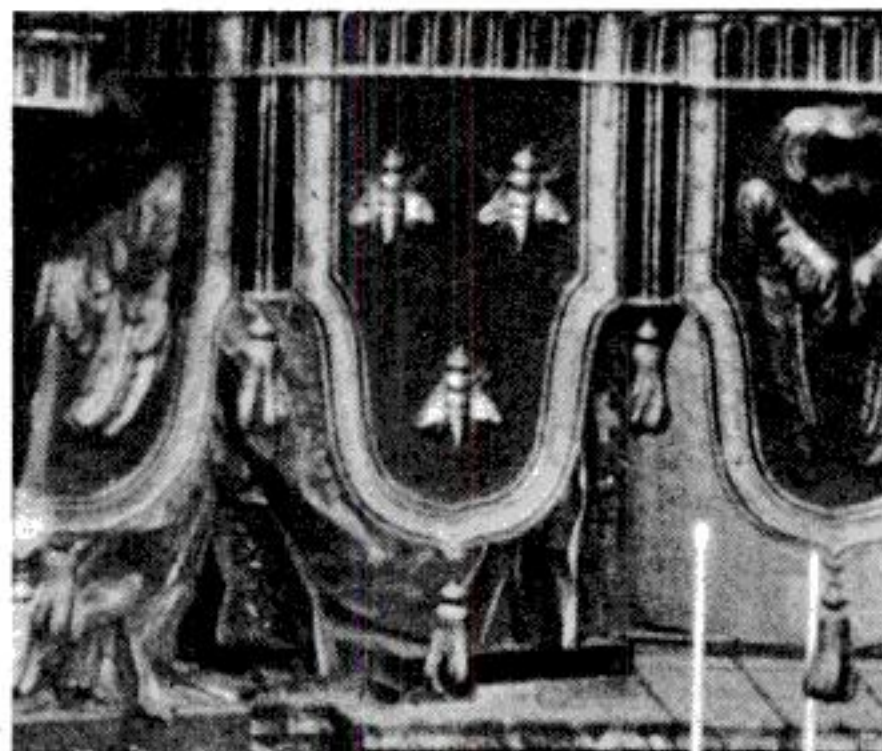
Sirs:

Your picture of the Bernini altar in the article on the Papacy reminded me of my visit to St. Peter's last June. I noticed that the honeybee was used extensively in the decoration of the baldachin, notably on the coats of arms between the columns (*below*) and in among the vines, and put on the columns themselves. I saw similar bees on buildings and fountains in other parts of Rome.

I asked for an explanation and was told that the baldachin and many of the other structures were commissioned during the pontificate of Urban VIII (1623-1644). He was a member of the wealthy Barberini family, which had three bees on its coat of arms. The use of the bee served to remind the public of the family's generosity.

J. A. MUNRO

Fargo, N. Dak.



BARBERINI BEES

Sirs:

Your statement that Cardinal Alfredo Ottaviani "advocates the right of Catholic countries to restrict other faiths" scares the daylights out of many of us. I am frightened socially, religiously and, most of all, politically.

GEORGE S. SPENCE

Nashville, Tenn.

MONTGOMERY: PART II

Sirs:

Three men, Montgomery, Patton and Bradley, each with his own idea, each with his own plan, any one of which may have been equally successful had they been willing to pull together as a team, rather than seek individual glory as the officer who did "great things" in World War II ("Great Battles and Historic Wrangles," *LIFE*, Oct. 20).

Had Montgomery been Supreme Allied Commander and received unquestioned support from subordinate generals, perhaps his plan for the invasion through the Ruhr would have worked and shortened the war. So also perhaps General Eisenhower's plan would have worked more quickly had Montgomery, as well as Bradley and Patton, followed his orders to the letter.

ROSS W. ANDERSON

Tulsa, Okla.

Sirs:

I am glad that at the time I was a private fighting the war I did not know that the generals were as confused as I was.

I began this series of articles with a great deal of interest, since I always did wonder what generals think like. After getting halfway through the second part, I suddenly thought to myself, "What's the difference who was right, or who was wrong, whether Monty could have done it better, or quicker, than Ike?"

Generals can be just as childish as the rest of us when we are not thinking right. The only thing important about that war is that it is over. The only thing that need be recorded is the day the war started and the day it ended. Everything in between was tragic no matter how brilliant or brave it might have seemed at the time.

LAWRENCE F. SABATELLI

Hartford, Conn.

COVER

Sirs:

The cover picture of Mrs. Eisenhower (*LIFE*, Oct. 20) is the best yet. What an eye catcher! We all can be proud of the First Lady.

KATHRINE BLAKEWELL

Lincoln, Neb.

Sirs:

I enjoyed the picture visit with Mrs. Eisenhower very much. She is a charming and gracious lady, and does her country proud.

MRS. RICHARD GRAMLY

Mansfield, Ohio

FIERY TRAIL BLAZES OUT FROM EARTH

Sirs:

In your story on the moon shoot ("A Fiery Trail Blazes Way Out from Earth," *LIFE*, Oct. 20) you state, "The second U.S. lunar rocket misses its mark but shatters all records on journey into space."

This assertion is incorrect. The record for journey into space is held by the slugs which we fired on Oct. 16, 1957 from an Aerobee rocket at 55 miles altitude from Holloman Air Force Base. The firing was under the direction of Dr. Maurice Dubin of the Geophysical Research Directorate, USAF.

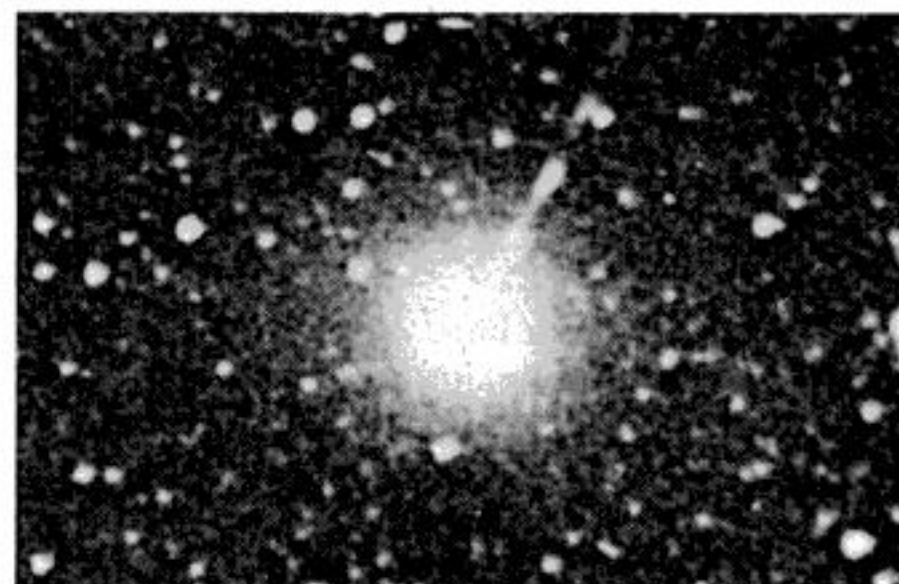
The record of the journey into interplanetary space established by these slugs is also not likely to be shattered for some time to come since by now at least one of them has completed its journey around the sun and has thus traveled over 200 million miles.

FRITZ ZWICKY

Professor of Astrophysics

California Institute of Technology
Pasadena, Calif.

• *LIFE's* article went on to say that the lunar rocket set a record for an instrumented vehicle. Dr. Zwicky's slugs, one of which is shown in the photograph below as it emerged from the explosion that sent it far off into space, were aluminum pellets the size of small ball bearings.—ED.



SLUG (UPPER RIGHT) EMERGES FROM EXPLOSION

MISCELLANY

Sirs:

I enjoyed Eva Rigoupoulis' horrified expression as she watched her friend try to down her first oyster ("Oysters R An Acquired Taste," *LIFE*, Oct. 20). From an actor's standpoint—what a beautiful picture of what we call empathy.

RHODELLE HELLER

New York, N.Y.

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IN A BLEAK DUSK SPRINGHILL IS SILHOUETTED AGAINST THE AUTUMN HORIZON. IN MOST HOUSES SHOWN AT LEAST ONE MEMBER OF THE FAMILY IS A MINER.

IN A TRAGIC TOWN, A SUDDEN BLESSING

Tragedy, no stranger to the sooty Nova Scotian coal-mining town, had come again and all of Springhill lay in the grip of grief. In the latest disaster at the Cumberland mines 174 men had been caught underground. The townspeople rendered muted thanks for the 81 who were rescued. But they mourned the 24 known dead and achingly resigned themselves to the certainty that 69 miners still trapped below had also perished.

Six days after the blast, along a shaft 13,000 feet from the pit head, a rescue worker sadly looking for bodies came upon a six-inch compressed air pipe. He uncovered it and waited while a team checked the pipe for gas. Two

hours later a man came along making air tests. When he held his air bottle to the pipe, he suddenly heard a shout from the pipe's other end: "There are 12 of us in here. Come and get us."

Up the shaft flew the word. Doctors and diggers rushed to the scene. Through the pipe they poured liquid food and words of hope for the men in the dark behind a 60-foot wall. Rescue workers clawed gingerly toward them.

It took 17 hours after the discovery to bring all the survivors to the surface. Two days later, also about a mile straight down, another seven miners were found alive. And the miracle of the 19 (*next pages*) gave Springhill faith that still more of the missing might be saved.





ECONOMICALLY, THE TOWN DEPENDS ON MINES



← **AT FIRST WORD** that the entombed 12 are alive, stand-by rescue workers rush to pit head to go down.

AT ORDEAL'S END Garnett Clarke, who was in second group rescued, is borne from the pit head.

MINERS' TALES OF PRAYER,

by CHARLES CHAMPLIN

SPRINGHILL, NOVA SCOTIA

IN a hot, dim, dust-choked tunnel 13,000 feet from the pit head, men had been digging coal over an area 250 feet long when the violent convulsion of the earth's innards, which the miners call a "bump," roared through Cumberland's No. 2 shaft. With this earth shock, at 8:06 p.m. Oct. 23, 12 men deep in the shaft began an ordeal that lasted almost a week—but from which they emerged to tell the tale.

The shaft the 12 were in was 10 feet high—until the floor wrenched upward with a shattering roar, leaving little more than a crawl space of three or four feet, crammed with debris. The air was thick with coal dust and gas and the men still alive could hear the groans of the mortally injured.

Wilfred Hunter was knocked unconscious. "I came to," he remembered, "and when I



LARRY LEADBETTER

the pocket, fearful of dislodging loose rock, counting, identifying, searching the dead.

Larry Leadbetter remembers, "Gorley Kempt says, 'You'll have to go back where you was and get your water can.' I didn't want any part of where I'd been but he says, 'You got to get her,' so I dusted in and got her and dusted back."

The 12 men settled down for their long, dark wait. "We figured it might be two or three days," Hugh Guthro says. That was how long it had taken in '56. Caleb Rushton had a watch with a luminous dial, and they kept close track of the time.

"That first day, we told every joke we'd ever heard," Guthro remembers. "Nobody laughed much, but the idea was to keep the conversation kind of light and not talk about what we were all thinking. The one thing we didn't want to talk about was our families and friends." But they could not help thinking. Levi Milley remembers, "When Caleb said it was 9 in the morning I thought, well, Judy's off to high school. Then I remembered there probably wouldn't be any school, because of us."

Larry Leadbetter, at 22 the youngest of the 12, is the father of a 2-year-old child. Lowther recalls, "We couldn't mention anything that reminded him of home or he would break out



JOSEPH MacDonald

reached up I touched a body. I looked closer. I could see it was my twin brother Frank."

Most of the miners' battery lamps had been knocked out. In the blackness, after their first stunned moments, the survivors crawled together to figure out how badly off they were.

Disaster was nothing new to these men. They were miners, the sons and grandsons of miners. Sudden death, crippling injury and disease were part of their heritage. Hundreds of men have died in the Springhill mines. The present bump, although the worst ever, was the 453rd recorded in the collieries since 1917. Three of the 12 survivors—Hugh Guthro, Joe Holloway and Joe MacDonald, who now lay motionless with a broken thigh—had been entombed in the 1956 disaster in Cumberland No. 4. That time they had been rescued after three days. They knew what they must do.

"We wanted to do all our exploring as soon as possible," says Eldred Lowther, "because we knew that if we were there very long we'd be too weak to move around." At one end of their underground air pocket was an opening 10 feet wide. "I told the boys to form a chain and I'd explore it," Lowther says. "I stepped in and the gas hit me and I had to fall back out." All other ways were blocked by fallen rock. They were trapped.

To preserve the waning power of their lamps, the men investigated the pocket in the dark. Gorley Kempt found a working lamp on one of the dead miners. "I felt bad to take it off him, but we used to eat together and I knew he wouldn't mind." On another body they found a partly filled can of water, elsewhere a couple of sandwiches. They moved gingerly around



HUGH GUTHRO AND MOTHER

in tears. I kept thinking of my wife all the time too. I kept calling the other fellows by my wife's name."

On the second day Rushton and Bowman Maddison tried to get some hymn singing started. Both are choir members and they sang a duet of *Stranger of Galilee*. Everybody liked it, but nobody else was much inclined to sing.

The badly injured MacDonald had been praying constantly. On Sunday, the third day, the others began praying aloud.

That day Hugh Guthro remembered that someone had hung a carrot on the shaft wall as a joke because one of the men was nicknamed Rabbit. Guthro now groped along the wall,



MINERS' MEMORIAL in Springhill square marks 125 deaths in an 1891 explosion, 39 in a 1956 blast.

PAIN AND BRAVERY BELOW

found the carrot and shared it with the others.

The first three days, Lowther reported later, seemed to go by fairly quickly. But by Monday the food was gone and the water was almost all gone. Lowther had found a broken aspirin bottle. He half-filled it from the common water supply and passed it among the others, who could only wet their lips with it. "I thought I was lucky by not being killed in the bump," Lowther says, "but by the fourth day I began to think it would have been better if I had died. I lost all hope."

By Tuesday the water was gone. The men were weak, nauseated and intolerably thirsty. Their eyes smarted in the stale air and their lips were parched and bloated. "It was pitch dark," says Levi Milley, "but we kept thinking we saw lights, yellow lights."

In the continuing darkness they lived in a kind of half-trance that was neither sleep nor total wakefulness. "Once in a while," says

their own voices, echoing off the rocks. Protruding from the rock at one end of the pocket was a ventilator pipe. The men took turns hitting it three times, as an abbreviated SOS.



GORLEY KEMPT AND SON

They were sure the pipe was broken and did not carry the sound. No one mentioned despair, but by Wednesday it was overwhelming.

Their thirst had become unendurable and the men moistened their throats with drops of their own urine. At times the trickle of air into the pocket seemed to stop and they were sure suffocation was near.

Then, at 2 Wednesday afternoon, Gorley Kempt cried, "I heard a pipe fall! I'm going to yell." He and Harold Brine crawled to the ventilator pipe and shouted. Incredibly, from the other end of the pipe 60 feet away, came a faint, answering hello. Among the starved men in the pocket there was a dazed disbelief. Afterward they could hardly remember what anyone had said. Someone barked to Kempt to yell up for water. One rescuer had a heavy Scottish burr and Brine chortled, "Get the apples out of your mouth and talk English."

For the 12 the ordeal was not yet over. It took two hours to force a copper tube through the ventilator pipe and bring in water, sugared coffee and soup. Meantime the rescuers—one of them Lowther's brother—were digging at the rock wall. They got within 20 feet of the pocket, then found they could go no farther. "We got to go back out and start again," one



BOWMAN MADDISON

Lowther, "we would get upset and snap at each other, but then we would remember and take it easy." Topside, all but the most resolute among their families had given them up for lost. Bowman Maddison's family, hopeful that at least some trace of him would be found, purchased a burial plot.

From Sunday on, the men in the mine had been able to hear faintly what seemed to be the tappings of rescuers at work. They hollered in unison, but the only answers were



KINDLY CARE is given Caleb Rushton, one of the first 12, by hospital nurses who prop up pillow.

digger yelled through the pipe. New despair fell over the group.

But at last, at 2:30 Thursday morning, the rescuers broke through into the pocket. And by 4:30 Thursday morning, six days and eight hours after they had been entombed, the last of the 12 men made the long ride 13,000 feet to the surface. As joyous a moment as that was, there was an even greater one in store for Wilfred Hunter, who thought he had seen the body of his twin brother Frank in the shaft. On Saturday, when the additional seven survivors were brought to the surface, Frank Hunter was among them, emaciated but alive.

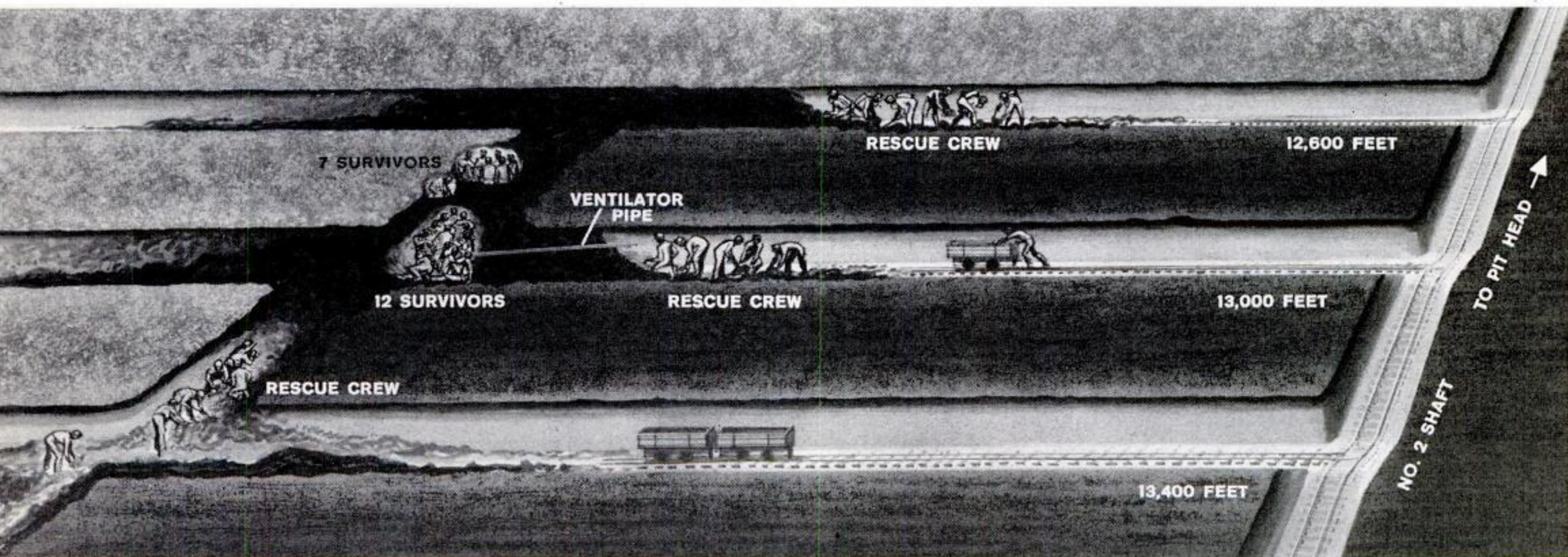


DIAGRAM OF MINE shows where the two groups of survivors were trapped and how rescuers made

their way toward them. Rescuers closest to group of 12 are making contact by air pipe through rubble.

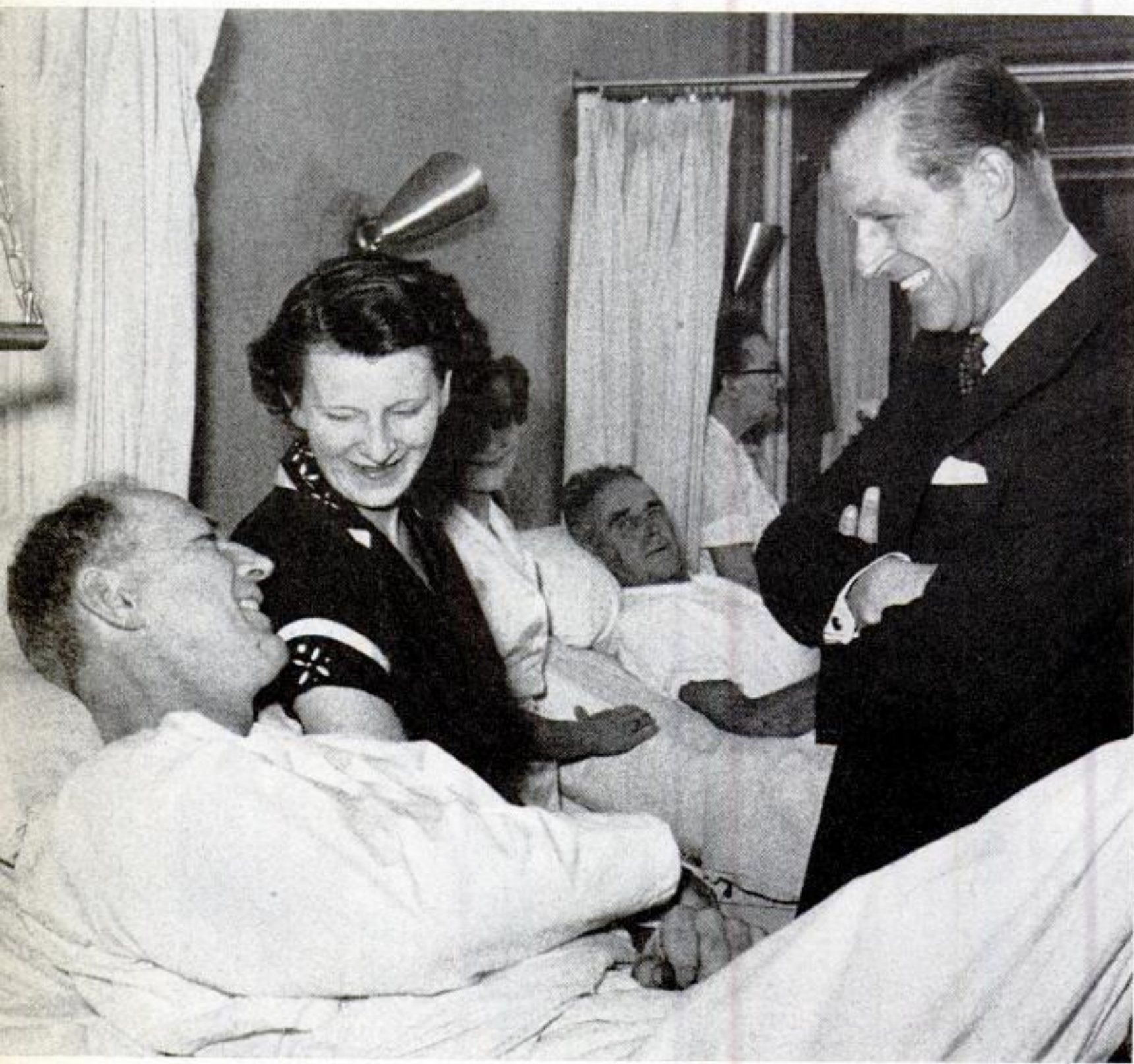
Though tunnels run more than two miles from mine entrance, they go less than one mile straight down.

MINE RESCUE CONTINUED

GAY AND TENDER REUNIONS WITH FAMILY AND A PRINCE

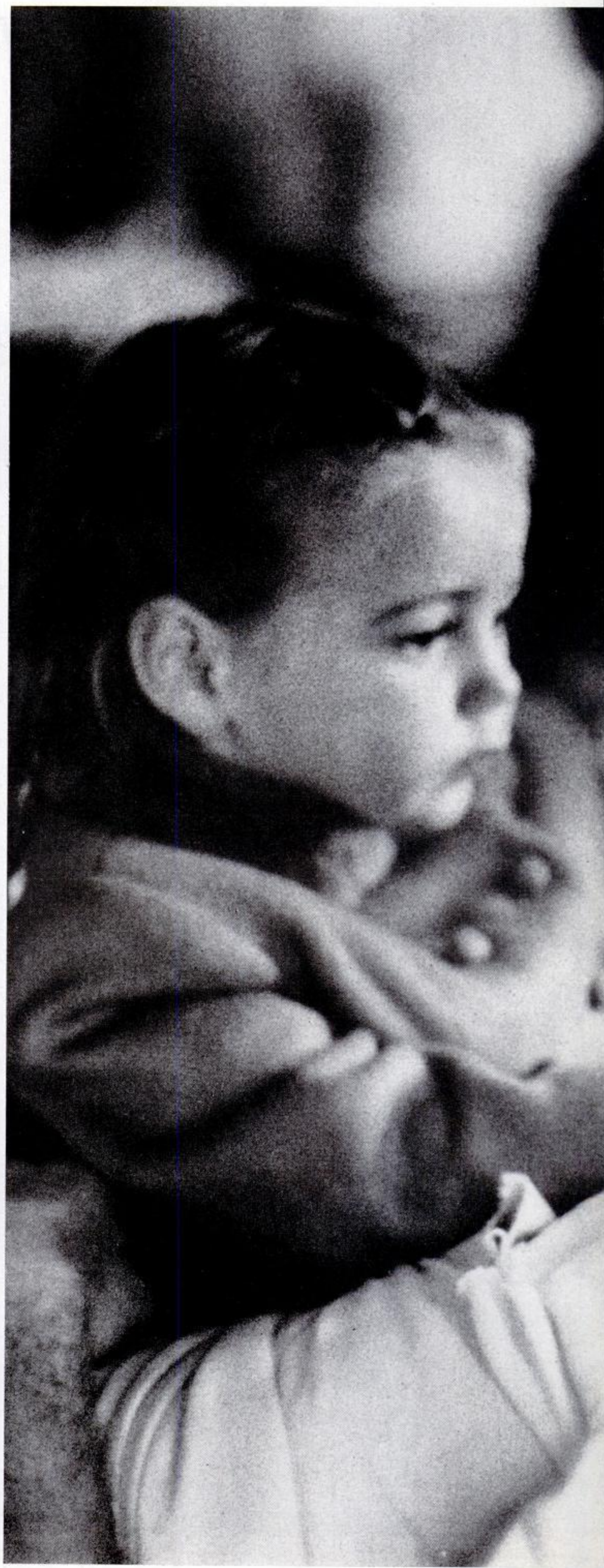


LAUGHING AT MEMENTO, a bottle from which the buried 12 drank, Miner Eldred Lowther is joined by his brother-in-law, wife Goldie and sister Musetta.

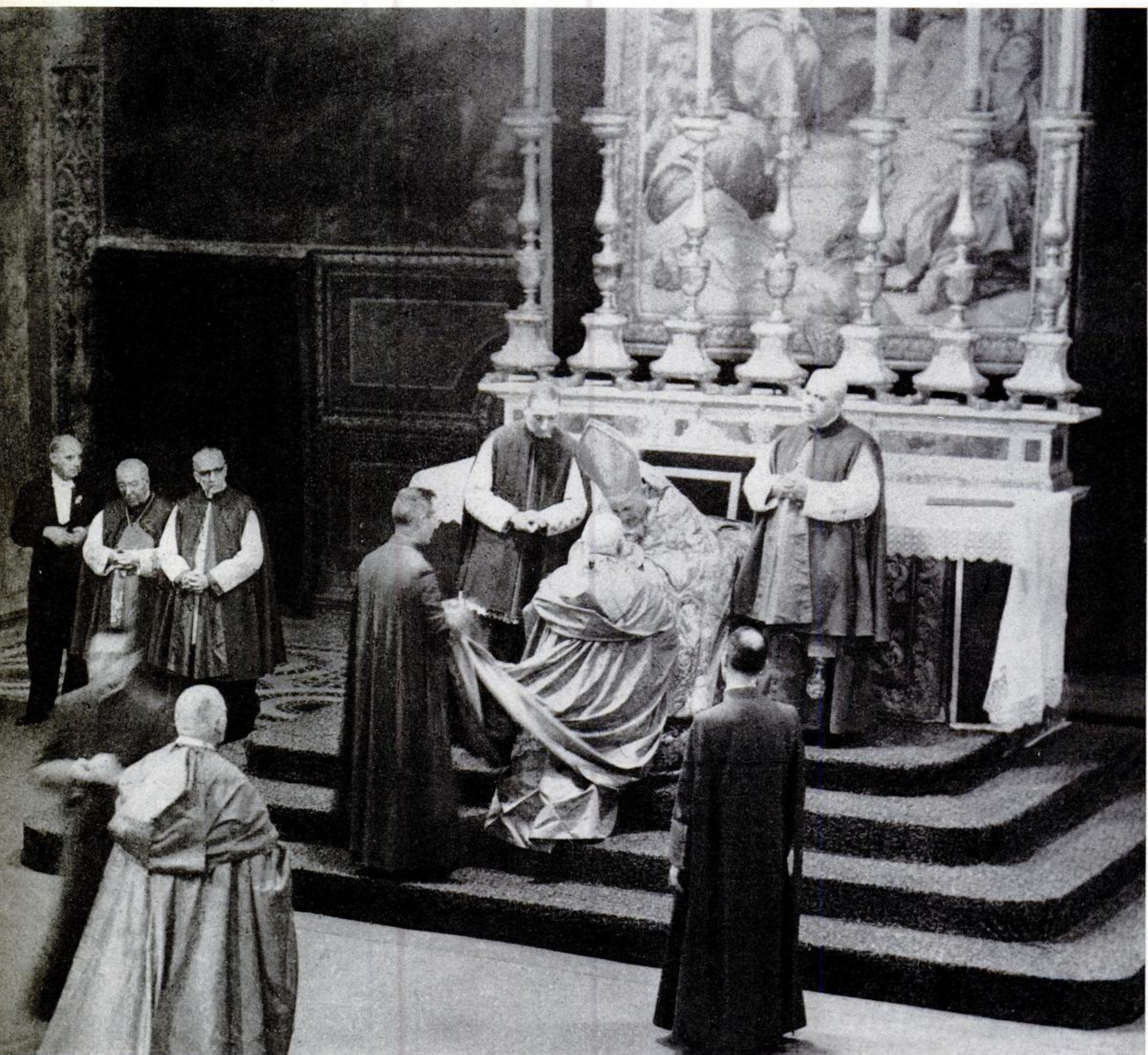


LAUGHING WITH PRINCE PHILIP, who interrupted Canadian tour to fly to Springhill, hospitalized survivor Joseph MacDonald and wife enjoy royal visit.

WITH A LOVING CARESS, as her mother looks on, 2½-year-old Bonnie Brine strokes the beard that her father Harold grew during his days under the earth.







PERFORMING "OBEDIENCE" CEREMONY IN SISTINE CHAPEL DAY AFTER ELECTION, CARDINAL COPELLO KISSES NEW POPE'S RING AS CARDINAL WAITS TURN

REVERENCE AND REJOICING FOR A NEW POPE

A wise veteran of the Church, Angelo Cardinal Roncalli begins reign as John XXIII!

As the great bells of St. Peter's in Rome last week tolled their reverberating strokes, a purple-robed figure seated on a throne in the Sistine Chapel uttered the word "Accepto." With this word Angelo Cardinal Roncalli became Pope. The 49 cardinals, who had taken three deadlocked days of balloting to elect him, came one by one to humble themselves at the feet of their new pontiff. Then the new pontiff, born a peasant 77 years ago in tiny Sotto il Monte, appeared on the basilica's balcony to present himself to Rome and to the world as John XXIII—Vicar of Christ, Successor of St. Peter, Supreme Pontiff of the Universal Church, Patriarch of the West and Bishop of Rome. He had chosen the name of John

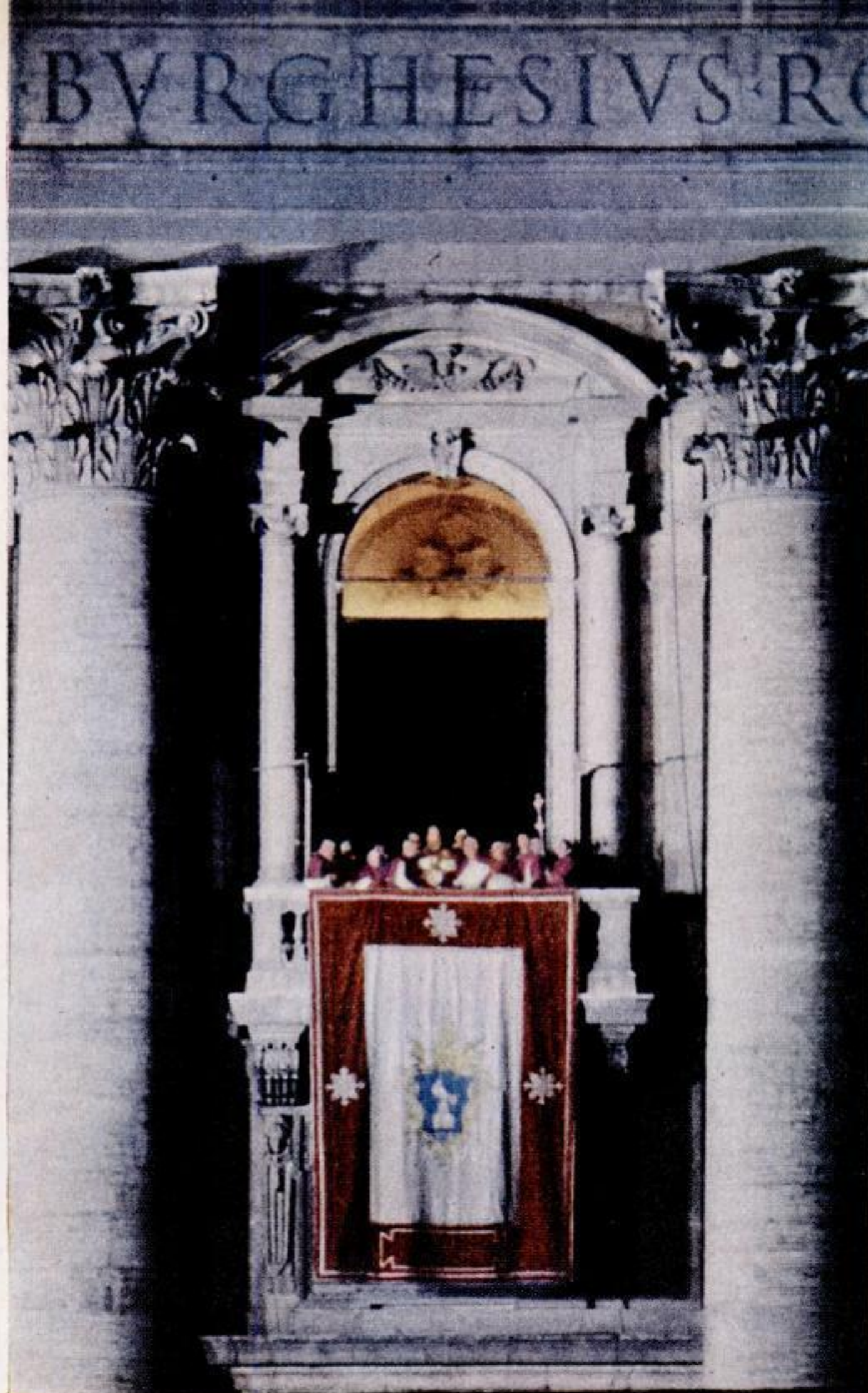
—that most used by Popes—because, he explained, it was the name of his father, of the patron saint of his home parish and of John the Baptist.

In electing Cardinal Roncalli, the cardinals chose a practiced diplomat able to continue Pius XII's principal work—keeping the Church a force in world society. In a broadcast the day after his election, John XXIII addressed a blunt question to world leaders. "Why," he asked, "must the resources of human ingenuity and the wealth of peoples be turned more to producing arms, pernicious instruments of death and destruction, than to increasing the common welfare?" For a full picture of John XXIII's personality and his first vigorous moves as Pope, see page 33.





SIGN OF DEADLOCK, black smoke, appears from the floodlit Sistine Chapel on Monday evening after eighth indecisive ballot. Corner of St. Peter's is at left.



THE BALCONY on which Pope appears an hour after election is flanked by 93-foot pillars. Inscription is Latin for Borghese, family of Paul V who built facade. →





← **SURGING THRONG** of 300,000 pushes toward St. Peter's as Pope appears. At far right is Sistine Chapel. Atop facade are statues of Christ and 12 apostles.

GIVING HIS BLESSING, Pope stretches arms over crowd after pronouncing benediction *urbi et orbi*—"to the city and the world." Pius XII's crest is on banner.



NEW POPE'S OWN CATHEDRAL was St. Mark's in Venice where he went to serve as patriarch in 1953. Here it is seen at far end of famous square which is

flooded by unusually high Adriatic tide. Campanile (bell tower) soars up at right. To left and behind cathedral is palace John XXIII occupied as patriarch.

A PEASANT'S SON WHO BECAME A DISTINGUISHED CHURCH DIPLOMAT



FATHER, Giovanni Roncalli, who died in 1935, age 81, was frugal farmer, managed to buy farm worked by family for 500 years as sharecroppers.



MOTHER, Maria Anna, was very pious. Within hours after birth of Angelo she took him to church for baptism. She lived to age 85, died in 1939.



AS PRIEST, Roncalli—here on day of 1904 ordination at age 22—served for nine years as secretary to Bishop of Bergamo, in his home province.



AS SERGEANT in World War I, Roncalli was first in medical corps, then chaplain. After war he worked at Vatican organizing missionary work.



AS ARCHBISHOP, Roncalli (*above*, in Greece in 1942) was Apostolic Delegate for 10 years to both Greece and Turkey. He had been made bishop in 1925 when appointed Apostolic Visitor to Bulgaria.



AS PAPAL NUNCIO in France, Roncalli became a cardinal in 1953, received red biretta from French President Vincent Auriol who represented Pius XII in ceremony. During eight-year tenure from 1945,

Roncalli did masterful job of rebuilding shaky Vatican relations with French government which resented fact that Vatican had maintained diplomatic relations with Vichy collaborationist government.



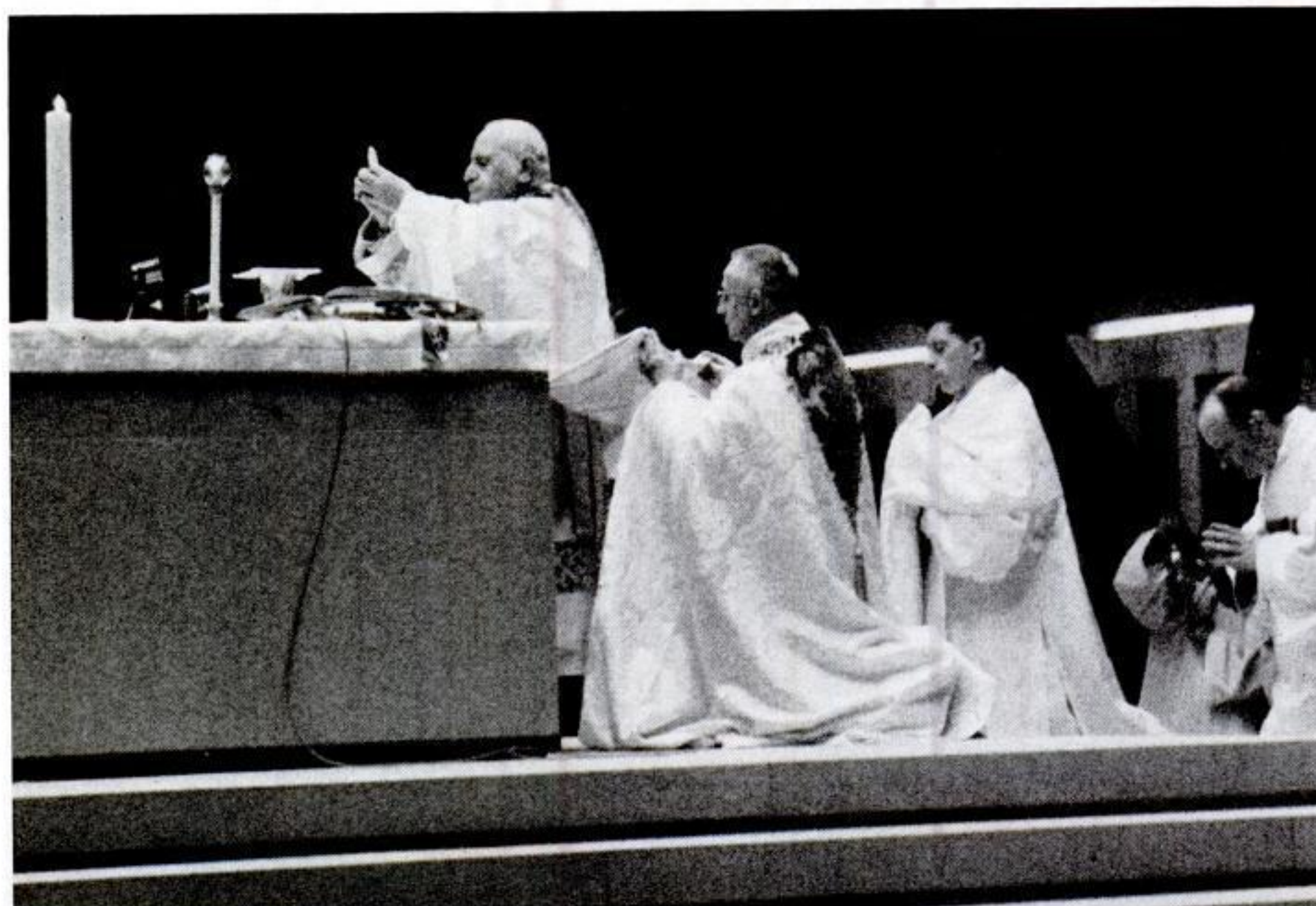
WITH COMMUNIST Ambassador Alexander Bogomolov, Roncalli chats amiably during Paris parade.



AS PATRIARCH OF VENICE, the office he held for nearly six years until elected Pope, Cardinal

Roncalli travels by motor launch toward St. Mark's Cathedral (*opposite page*) in 1953 to take up duties.

GENIAL TRAITS WHICH PAPAL ROLE WILL HIDE



AT LOURDES SHRINE last March to dedicate underground basilica, Cardinal Roncalli elevates Host

at altar during Mass. He came from Venice to perform ceremony by request of the Bishop of Lourdes.



IN GAY MOMENT cardinal laughingly fends off nuns at Lourdes, giving candid glimpse of his jollity.



CONVIVIAL CARDINAL drinks champagne and is the center of attention at a party with priests and

officials of Lourdes. Though his gregarious nature has always been a great asset in his long diplomatic

career, he may now be forced to forego such relaxed pleasures as this. By centuries-old tradition, a Pope

PRACTICAL TALENT NEW POST NEEDS

by **WALTER GUZZARDI**
TIME-LIFE Bureau Chief



This picture and one below show traits now to be hidden from public view behind pomp of Papacy.



leads a lonely life largely of work and contemplation—never even shares a meal with another person.

THE secrecy of the conclave which elected John XXIII makes it unlikely that anyone except the cardinals who were there will ever know just how the ballots went. But what is known about the views of various key participants makes informed guessing possible. The most important group of cardinals at the conclave was Italian, with 17 of the 51 votes. They were divided into a "pastoral" group of conservative prelates who want the Church to stay somewhat "withdrawn" from political trends, and a "political" group who want the Church to be most vigorous in social action.

Cardinal Ottaviani of the Roman Curia was favored by the pastoral group and Cardinal Lercaro of Bologna by the political. When neither could rally the necessary 35 votes, Roncalli and the much-respected Armenian Patriarch Agagianian came to the fore.

Both men represented somewhat similar elements. Each has a great deal of experience abroad, which guaranteed breadth of vision about the worldwide Church. While both were "political" in that sense, both also have working diocesan experience, which gave them some "pastoral" appeal. And each had support from many of the 34 non-Italian cardinals present. At that point, the fact of Roncalli's age and health and nationality—almost 77, excellent and Italian—weighed heavily in his favor. Agagianian's election would have broken the long succession of Italian Popes for the past 435 years. And since Agagianian, at 63, is one of the youngest men in the College of Cardinals, some thought he should wait his chance in a future election.

No other Italian offered the advantages of Roncalli. Cardinal Siri of Genoa was too young (52) and too austere for many tastes. Cardinal Ruffini of Palermo seemed too conservative. Roncalli combined advanced age with good health, an international outlook with administrative experience, and personal forcefulness with diplomatic tact. So on the third day—a short time as papal conclaves go—he was chosen. Rome's famous *voci* (voices) say he got well over 40 votes on the last ballot.

Time and again in papal history a new Pope has differed decidedly from his immediate predecessor. Within hours of taking office, John XXIII had shown himself a personality in his own right. The slender, ascetic and aristocratic Pius XII became in his later years more and more a withdrawn man who, despite his enormous audiences, rarely saw his cardinals and rarely made administrative decisions. The new Pope—short, square and of peasant stock—reinstated regular audiences for the administrative cardinals and began making decisions.

For the first time in Vatican history, he ordered the cardinals to stay in conclave after his election so he could consult with them further. He himself stayed up late that night writing his first major speech.

The new Pope has a directness which should appeal especially to Americans. He told the cardinals who paid their traditional homage to kiss only his ring, not his knee or foot. He instructed the editor of the Vatican newspaper, *Osservatore Romano*, to "eliminate" the honorific adjectives *Osservatore* has long used in

references to the Pope. He specifically objected to such phrases as "the illuminated Holy Father" and the way *Osservatore* introduces its reports on papal pronouncements: "As we gathered from the august lips . . ." "It would be much better," said John XXIII, "to write, 'The Pope has done this' and 'The pontiff has said that.'"

The greatest problem facing John XXIII is the wasteland beyond the Iron Curtain, where Catholics live under the Communist heel. Elsewhere Pope John faces the perennial difficulty with the French Catholics, who are inclined to regard their Catholicism as different in quality from that of Italy. To this problem he brings the wisdom and experience he acquired in eight very successful years as papal nuncio in Paris.

At home the new Pope moved swiftly to strengthen the Vatican's administrative apparatus, where many top posts have long lain vacant. As for missions, the strong right arm of Catholicism, they were mentioned conspicuously in the Pope's first speech. He will try to meet the rising challenges of nationalism by ever greater use of local clergy and bishops.

John XXIII is older at his election than any Pope since Clement XII in 1730, who was 78 when he began a 10-year reign. But he has had nothing worse than a cold in years and moves with amazing bounce. In Venice he finished most of his administrative work each day in time for a solid lunch. A hearty eater, he is what Italians call "a powerful fork." Both in France and Venice, his table was noted equally for good food and good talk. As Pope he will doubtless go on talking—and listening—with all the shrewdness he showed as a diplomat. He speaks Latin, Greek, Italian, French and Bulgarian, is familiar with Spanish, Turkish and Romanian, and can read English, German and Russian.

Sturdy and bustling, with stumpy figure and perceptive eyes, Pope John XXIII was rugged enough to be an army sergeant in World War I, and vain enough to grow a bristling mustache to go with the rank. (The mustache he says now was "a moment of weakness.") He is simple enough to be outspoken but subtle enough so that a Venetian politician—a breed not known for naïveté—says, "His conversation is like lacework. He passes from one subject to another with infinite grace."

The new Pope is gentle in his humanity. He welcomed far more callers than his staff in Venice thought he should, but when they objected he would say, "Let the people in. They may want to confess." In the Vatican gardens he surprised everyone by not only allowing the gardeners and laborers to go on with their work (which Pius XII would not allow) but also by stopping to chat with them.

When he unexpectedly continued the conclave of cardinals after his election, it became mandatory for the priests, nuns and laymen who were serving it to stay inside the sealed-off conclave area on pain of excommunication. Many of them, unaware of his decision, rushed out to watch him give his public benediction. Afterward, when they realized their error, they passed several miserable hours—until the new Pope called them together. He addressed them solemnly: "You have all just incurred excommunication." Then he paused before adding, with a smile, "But I shall use my new authority to relieve you of it."



POPE'S BROTHERS, Giuseppe (*left*), 64, and Zaverio, 75, dressed in their Sunday best to honor the stupendous occasion, stand in road near their seven-acre family farm while two of their neighbors watch them from above and behind.

Pope John XXIII, one of ten children, has three brothers and one sister still living. "With all the priests that Bergamo turns out," said brother Zaverio, who still lives in house where pontiff grew up, "one of them was bound to be Pope."



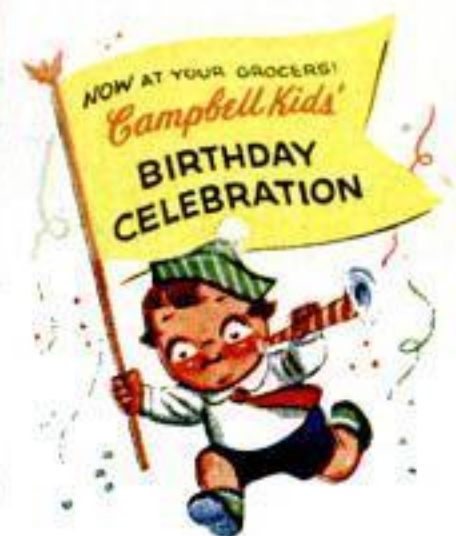
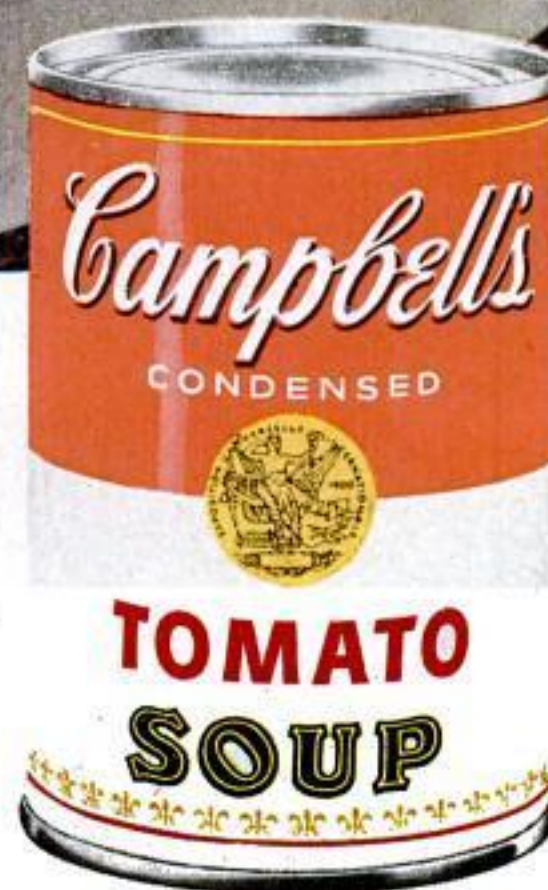
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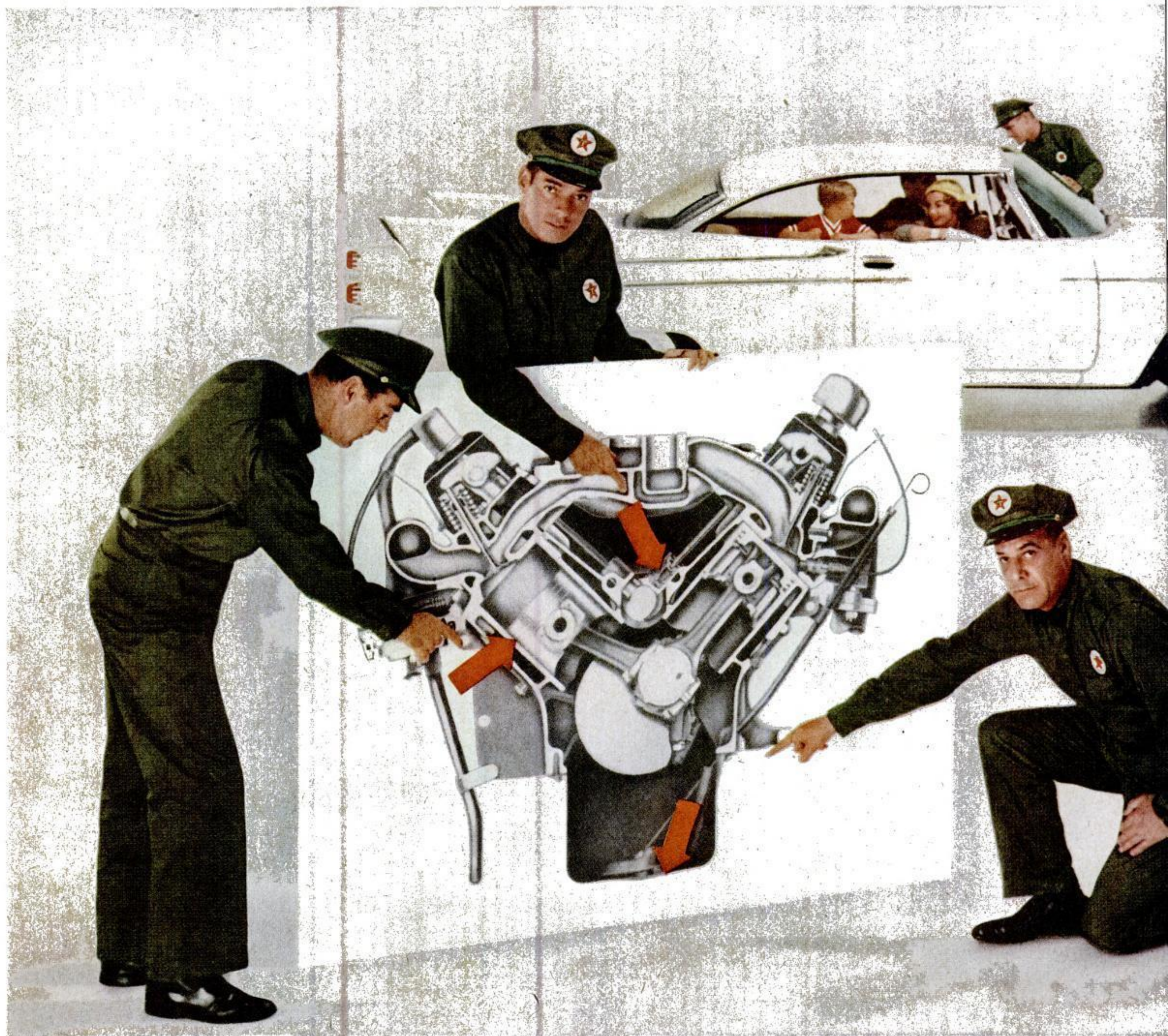
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ONCE A DAY...EVERY DAY...SOUP!

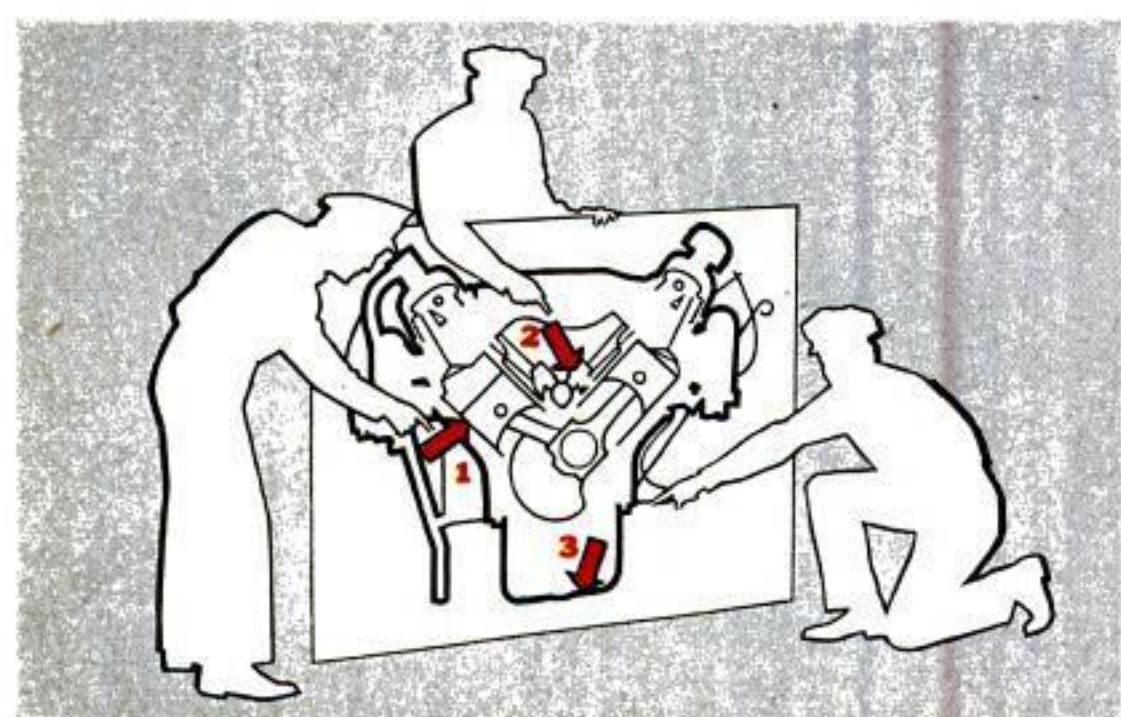
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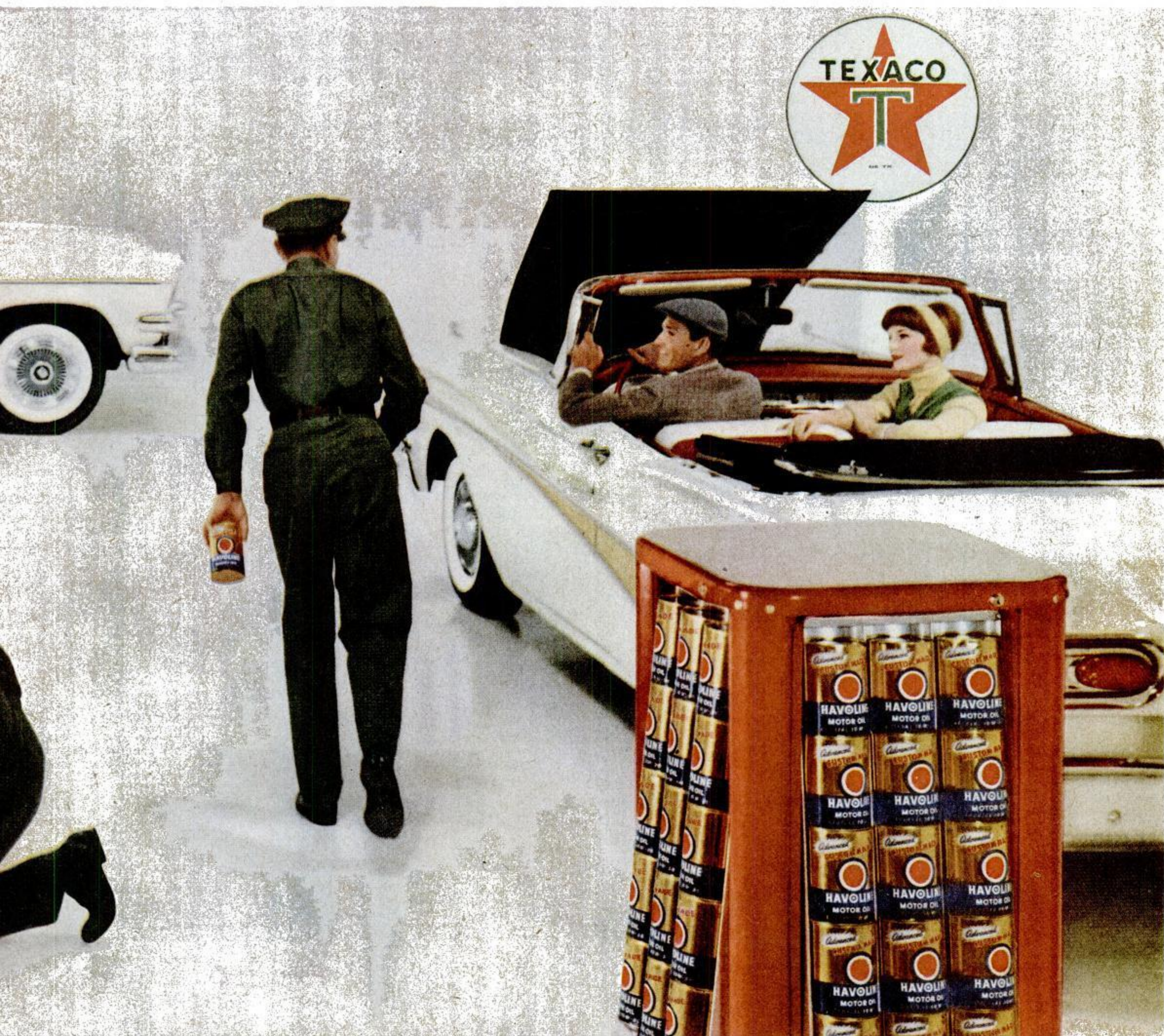


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greet-ing, In this spec-ial way. Here's the bottle of Four Ro-ses



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*same great
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With the election behind us, it becomes possible to notice that equally important political changes have been taking place in Europe. These changes are slow, technical and not good headline material. But the European news is mostly good news, and the outlook even better.

There are three reasons for being optimistic about Europe. First, its recent showing of economic strength. Instead of reeling from the repercussions of U.S. recession most European economies took it in their stride. It brought them lower prices for their raw material imports with no corresponding loss to their manufactured exports, since U.S. consumption held up so well. Instead of the obsolete maxim, "When the U.S. sneezes, Europe catches pneumonia," this was a case of U.S. bronchitis and European sniffles.

Their current production is spotty and slack in some lines, but few Europeans expect a real recession. Of their mild slowdown one could almost say that they planned it that way; it is in large part the result of their own conscientious and successful efforts to check inflation. Most governments decided to restrict credit, reduce investment and even let the unemployment figures rise a little in order to strengthen their currencies and reserves. Two prime examples are Britain and Austria, the prime exception is France.

Not since before World War II has the British pound sterling been in sounder shape. As a result of stern fiscal and monetary measures by the Macmillan government, British prices have been stable, savings up, exports competitive and reserves rising for many months. A remarkable record was set in the first half of 1958: for the first time in this century Britain's visible exports (*i.e.*, not counting shipping, tourists and other services and "invisibles") more than earned the imports that keep Englishmen alive and at work. In preparation for new expansion, the chancellor of the exchequer is now able to lift trade restrictions, encourage investment and even hint at a tax cut next spring.

The Austrians, for their part, have already enjoyed three tax cuts in the past three years. Their rate of economic growth has been the highest in Europe, their national debt is being reduced, their currency and foreign liabilities are more than 100% covered by gold and dollar reserves.

France is an exception because she has yet to grapple with inflation. Thus the French boom, though continuing, is of that hectic iron-lung variety that depends on high protection and an overvalued currency. But at least France now has a government strong enough to stop inflation, once De Gaulle puts his mind to it. And France is being nudged in the right direction by her new European environment.

This environment is the second big reason for optimism

about Europe. Economic integration is proceeding at a pace which scarcely seemed possible a few years ago. The Common Market of six Continental countries will take 12 to 15 years for the full tariff merger, but it has passed the point of no return and the first mutual reductions of 10% will start in January. Meanwhile 11 other members of the Organization for European Economic Cooperation, led by Britain, are trying to negotiate a Free Trade Area to be linked with the Common Market. This effort is currently blocked by French fears of British competition, but it is by no means defeated. The huge stakes inevitably spell a period of intricate and titanic bargaining, involving not only Europe and the British Commonwealth but the U.S. and the underdeveloped countries as well. The ultimate result *will* be wholly new patterns of trade and *can* be a far greater volume of trade throughout the free world.

U.S. policy has benignly encouraged Europe's integration, despite the fact that the Common Market will mean new forms of discrimination against U.S. exports. Here lies a third reason for optimism about Europe: instead of new warring economic blocs, the atmosphere of opinion favors a general freeing up of trade everywhere. Despite our frequent backsliding, as when Eisenhower recently kicked Australia and Peru in the face with quotas on lead and zinc imports, the U.S. is in a pretty good position to lead its partners in a liberal direction. With a four-year extension of his Reciprocal Trade Act powers, Eisenhower and his successor can now bargain trade barriers continuously downward during the decisive years ahead.

Moreover Europe's people are demanding higher living standards, of which these boom years have given them a real taste. Car ownership per capita in Britain and Western Europe, for example, is still far below U.S. standards, but it has more than doubled in the last 10 years. Washing machines and a long line of ex-luxuries have shown similar growth. When he sees household machinery at a trade fair, the European farmer or worker no longer says as he once did, "That's not for the likes of me." And European business is learning to stimulate and serve this new demand. "Market-mindedness" is all over the place, along with a rapid growth of the marketing arts, including advertising. While Americans pretend to fear "creeping socialism," Europeans are actually experiencing a sort of "creeping capitalism." They like it.

With the Common Market offering 164 million customers to its businessmen, wider horizons for European capitalism are all but compulsory. With their currencies mostly in order, Europeans are in shape to mount a healthy boom. And with a new conviction that its industry should serve consumers of all classes, including potential consumers of underdeveloped nations, Europe's possibilities are boundless.

NEW POPE, OLD ASPIRATION

Another kind of hope (*see above*) has come to Europe with the election of a new Pope. The 23rd John is the 262nd Bishop of Rome and Vicar of Christ—figures eloquent of the durable meaning of the oldest organization in the West. Like most of his predecessors, Pope John is an Italian and his life and work have been entirely in Europe. But in his first public speech he addressed the rulers of all nations on behalf of the people and their universal needs: peace, justice and that "tranquillity and concord from which alone true prosperity can arise."

Pope John faces tasks of ecclesiastical administration on a hundred worldly fronts (*see p. 33*) from illiteracy in Latin America to the protection of the faithful behind the Iron Curtain. Yet all this complex activity has but a single purpose, which is the cure of souls. For, says Pope John, "true peace will not be given

to the citizens, to the peoples, to the nations, if it is not first granted to their souls."

This singleness of aim has always been the Church's strength. It explains its recently enhanced prestige, including intellectual prestige, as Pope John begins his reign. In an age of philosophical disorder, the Church's certitudes hold out a more persuasive promise of "tranquillity and order" than any of the long train of secular philosophies (the latest to pass was existentialism) that recede in the long wake of Western civilization. Not only the Christian religion but Catholic philosophy is once more "respectable" in Western intellectual circles. As chief spokesman of the faith on which so much of Western thought and civilization still rest, a new Pope is a reminder, especially to Europeans, of a great past, durable capacities and infinite hopes.

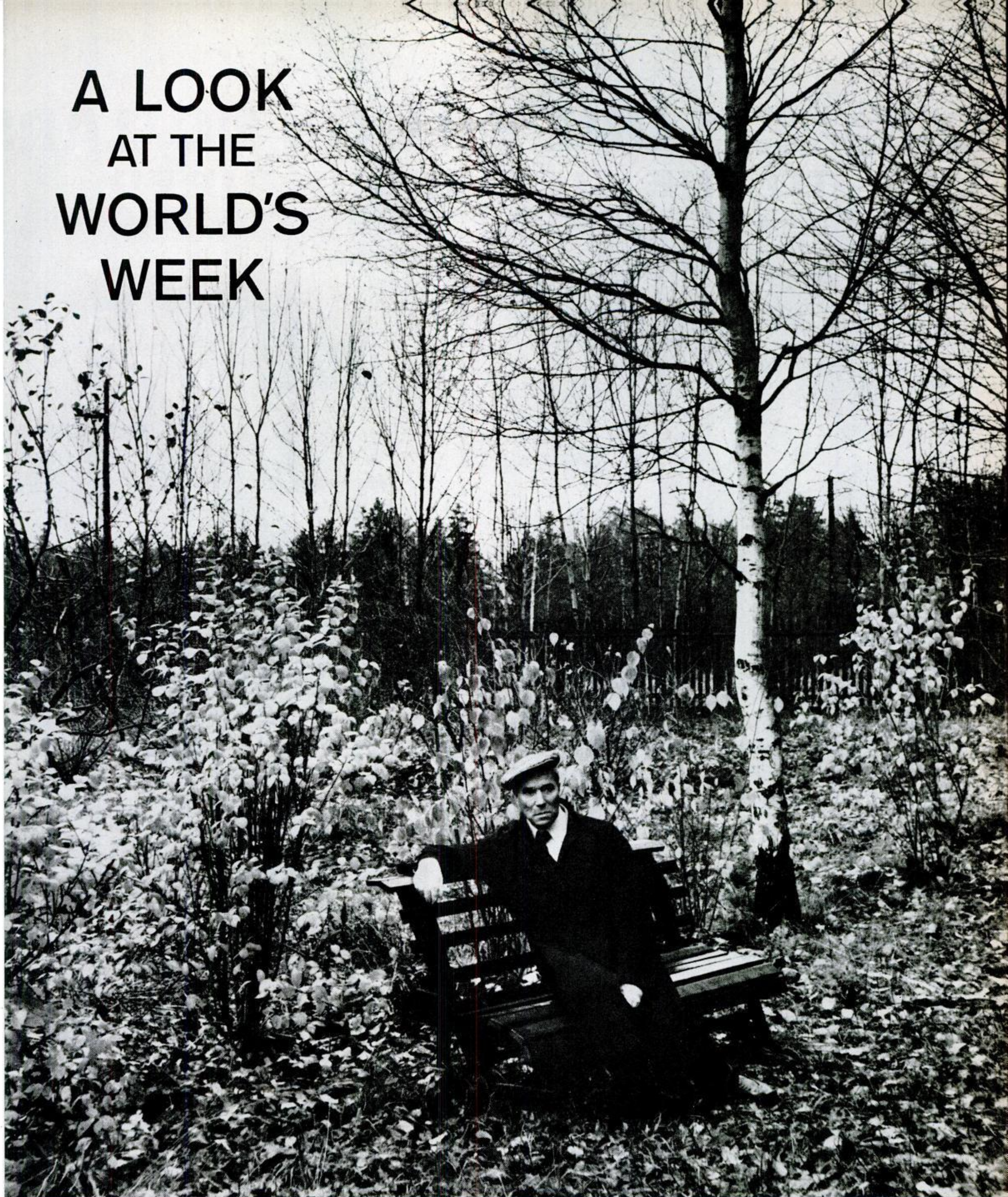
Light and mild as a cigarette...mellow and satisfying as a cigar...
the best of both rolled into one

Robt. Burns *Cigarillos*

Light up... sit back... and enjoy a
Robt. Burns Cigarillo — America's
favorite Change-of-Pace smoke.
Just 5¢ each and . . . in handy
crush-proof five-packs.



A LOOK AT THE WORLD'S WEEK



A MOMENT OF CALM BEFORE STORM FOR EMBATTLED NOBEL PRIZE WINNER

In a wooded area at his villa 15 miles from Moscow, Boris Pasternak (LIFE, Oct. 27) enjoyed a few minutes' calm after learning that his novel *Doctor Zhivago* had been awarded the Nobel Prize for Literature. He had cabled the Nobel committee that he was "immensely thankful, touched, proud, astonished, abashed" by the award.

The award put the Soviet government in an awkward dilemma. It had not allowed the book to be published in the U.S.S.R. (The novel is about a man of independent spirit who had some critical things to say

about Soviet Communism.) Yet three Russian scientists had jointly been awarded a Nobel prize and were allowed to accept it. So the government gave Pasternak the same permission but simultaneously launched a vicious propaganda campaign against him. Communist Party officials called him a "pig" and a "Judas." Pasternak then turned down the award and begged, in a moving personal letter to Khrushchev, that he be allowed to remain in Russia. "Leaving the motherland will equal death for me," Pasternak said. "I am tied to Russia by birth, by life and work."

MUTUAL OF OMAHA HAS NOW PAID OUT **ONE BILLION DOLLARS** TO THE SICK AND INJURED



EARL F. McMUNN receives a welcome check from Mutual President V. J. Skutt as year and a half old Bryan and Mrs. McMunn look on. Check brought the company's total cash benefits over the billion-dollar mark.

HISTORY was made last month in Michigan. There, on October 23rd, Mr. Earl F. McMunn of Jasper, Michigan, received a check from Mutual of Omaha. It brought the total amount paid to the McMunn family to \$2249.46.

But more than that, it marked the first time that any company during its first 50 years has paid out over one billion dollars in sickness and accident benefits. More than 75% of this amount has been paid out during the past ten years.

Today, Mutual of Omaha is by far the largest company of its kind—serving millions of policyowners throughout the United States, Canada, and U. S. Possessions—paying out an average of more than \$2,200,000 in cash benefits *each week* through over 130 local claims-paying offices.

Such leadership didn't "just happen." It is the result of a forward-looking philosophy: *to provide the best possible protection at the lowest possible cost.* This philosophy has proved so successful that in a recent survey of policyowners, a record 96.49% of the respondents expressed satisfaction with their Mutual service.

Why not get in touch with your local Mutual of Omaha office *this week!*

ASK ABOUT THESE OTHER FAMOUS PLANS
Hospitalization • Income Protection • Surgical • Major Medical • Hospital "Extras" • Travel Insurance

"I'd recommend this Mutual of Omaha plan to other young families"
—says **EARL McMUNN**

"I'd recommend this Mutual of Omaha plan to other young families—it sure saves a lot of worry," says 22-year-old Earl F. McMunn of Jasper, Michigan, shown above with his family, as President V. J. Skutt of Mutual of Omaha presents a check.

"Most anybody gets laid up once in a while. But being disabled when you're younger can be a real blow to your future. I'm glad I went with Mutual of Omaha!"

Earl took out his family policy in March, 1956, and collected hospital and surgery benefits six months later. Then in the spring of 1957, son Bryan was born—and the McMunns received \$150 for maternity costs.

Early this year, Earl was paid \$66.66 in disability benefits, while he recovered from a bout

with influenza. A few weeks later, he fractured his leg in a tractor accident—and has collected an additional \$1484.80 for total and partial disability. Grand total: \$2249.46!

"You know, our policy can't be cancelled—even though we've collected benefits so many times," Earl points out. "That's the great thing about Mutual's 'Renewal Safeguard.'"

"And it means a lot to us to know that if I had been permanently and totally disabled, Mutual of Omaha would pay us lifetime benefits for all the years ahead."

But it's pretty Marilyn McMunn who has the final word. With an affectionate glance toward her husband, she adds: "It's also nice to know that Mutual of Omaha will help pay the hospital bills when we have our new baby!"

Mutual



OF OMAHA

V. J. SKUTT • PRESIDENT

The Largest Organization of Its Kind in the World

1909 • COMMEMORATING ALMOST 50 YEARS OF SERVICE TO THE AMERICAN COMMUNITY • 1959



SCHOOLLESS VIRGINIANS WHO SUE GOVERNOR FOR 'EQUAL PROTECTION'

In Norfolk a showdown with Virginia's "massive resistance" to integration was at hand as a group of schoolchildren and their parents, shown above at the closed Maury High School, sued Governor Almond and other officials to open schools. The suit charged that closing the schools had

deprived children of "the equal protection of the laws." Federal Judge Simon E. Sobeloff gave the governor 20 days to file an answer as two more suits were brought in Norfolk. That was what the desegregation strategy of U.S. Attorney General William Rogers (pp. 120-135) called for.



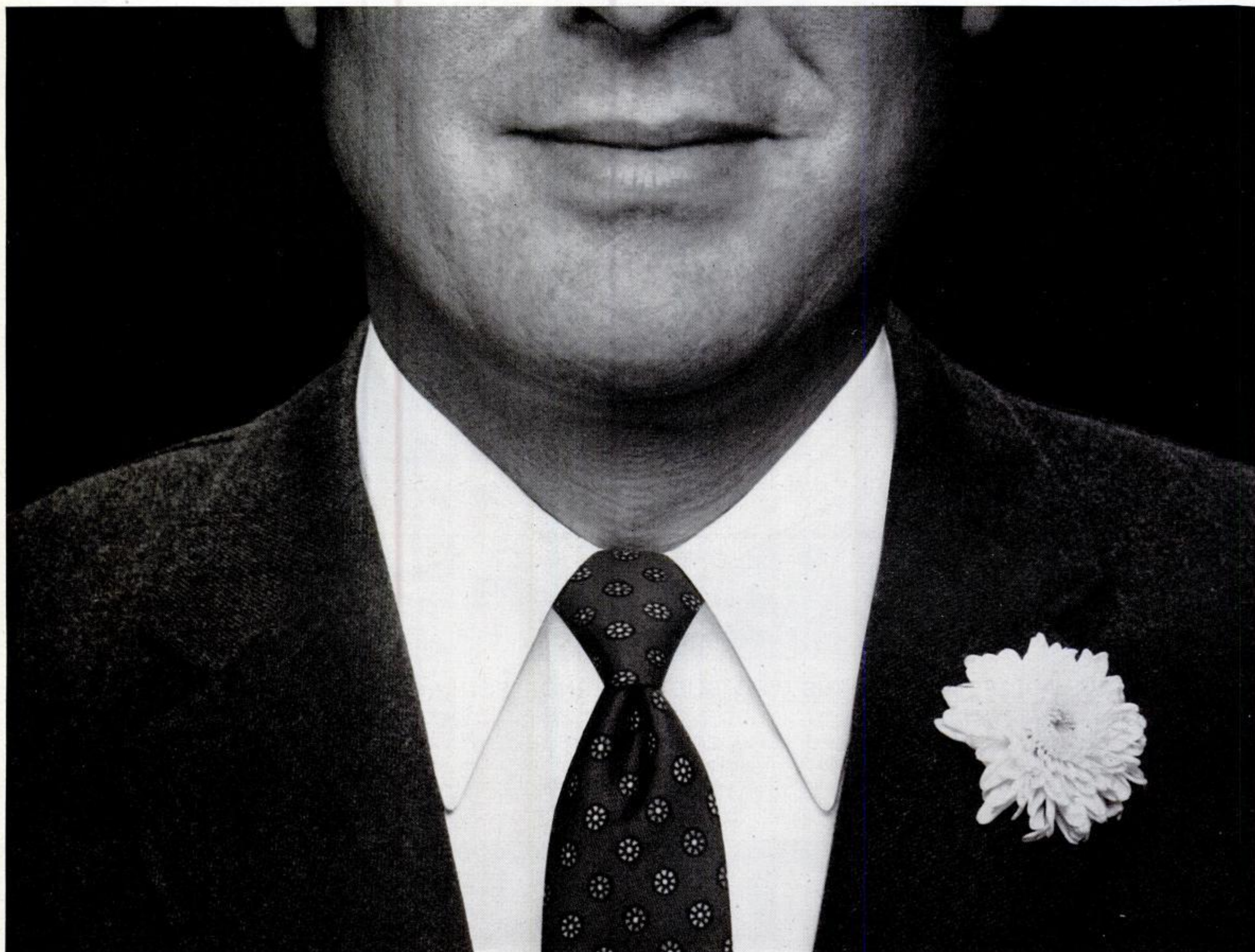
A GABOR GET-TOGETHER FOR PAPA

Let out of Hungary on a temporary visa, Vilmos Gabor of Budapest was reunited in Vienna with his ex-wife and three provocative daughters for the first time in 14 years. Front row, left to right: Zsa Zsa's daughter Francesca, 11, Papa, Zsa Zsa; rear: Eva, Mother Jolie Gabor and Magda.

FIRST WOMAN ON THE FLOOR →

Amid the clutter of discarded order forms, Mary G. Roebling, Trenton, N.J. bank president, stood on the floor of the American Stock Exchange in New York. Elected a governor of the exchange, she was the first woman entitled to go onto the floor of a U.S. exchange and circulate there freely.





ARROW TRUMP, \$4.00; DACRON TIE, \$1.50.

World's favorite shirt style goes Wash and Wear!

New Arrow Trump—with the famous Arrow nonwilt collar—now in luxurious 100% “Sanforized” cotton Wash and Wear—only \$4.00.

Only Arrow gives you *so much more* for less in wash and wear.

More of the quality Arrow extras that have made this the world's most wanted shirt. A nonwilt collar that shrugs off wrinkles around the clock. Meticulous tailoring. Impeccable fit. Elegant styling and supreme comfort.

More of the *guaranteed* convenience of *perfected* wash

and wear. Wash this soft, 100% combed cotton by hand, wash *and* dry by machine (using the new wash and wear cycle), or send it to the laundry if you wish. The *Trump* stays crisp and fresh . . . keeps *you* looking far smarter, far longer.

More value and quality...satisfaction and enjoyment... only \$4.00. See the Arrow *Trump* at your Arrow dealer's today.

Cluett, Peabody & Co., Inc.

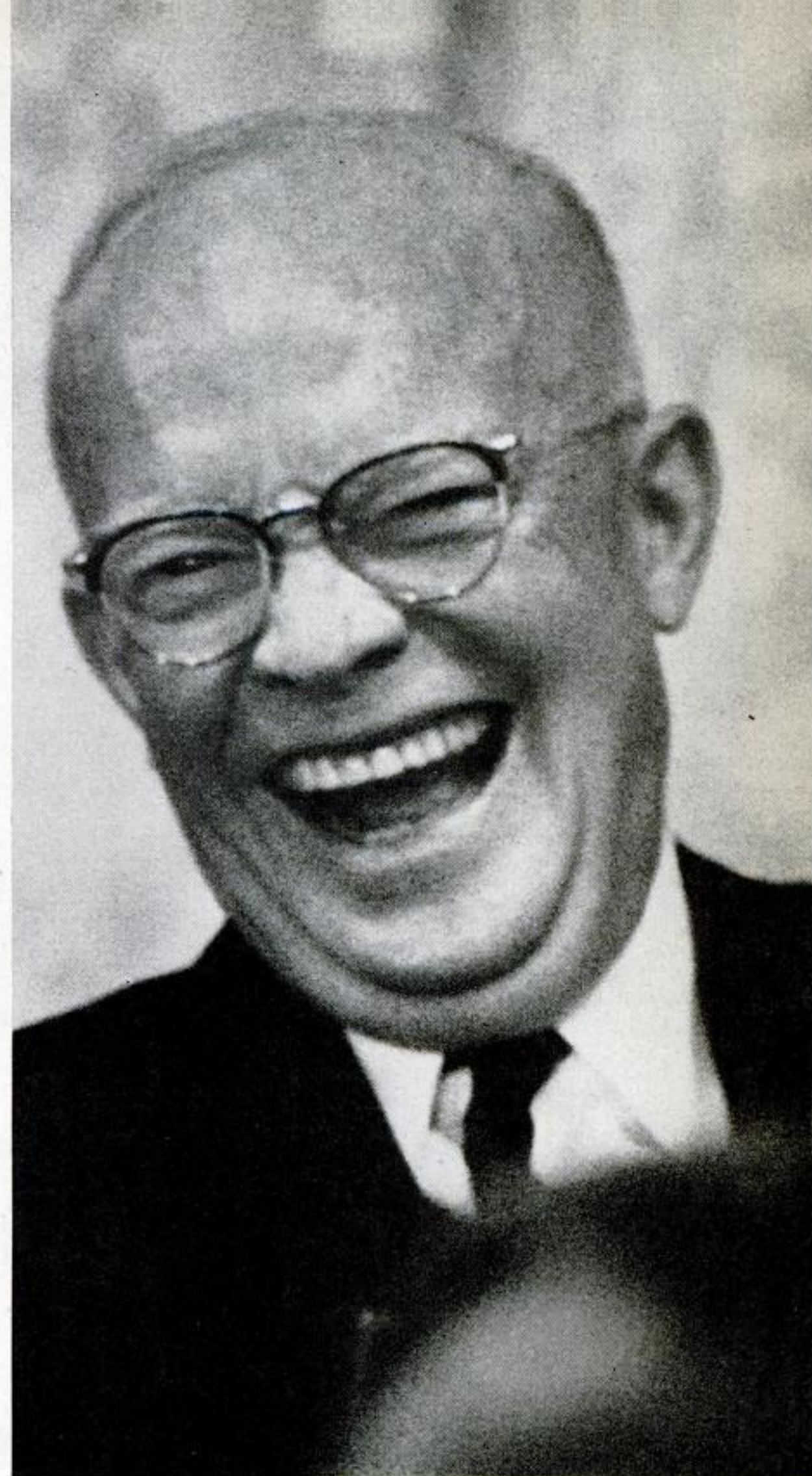
→ARROW→

first in fashion



Men prefer Arrow 5-to-1 because of perfect collar fit, shoulder line contour, Mitoga tailoring to

conform with natural body lines, tapered sleeves, anchored buttons and “Sanforized” fabrics.



TWO GENERAL VIEWS OF HUMOR

President and MacArthur react differently to same jokes

Any comedian knows that it isn't easy to make everybody laugh at the same jokes. Hoosier comic Herb Shriner ran into this trouble last week when he got up to entertain a football award banquet in New York City. In the audience were President Eisenhower, who was taking a night off from politics to accept a gold medal, and General of the Army Douglas MacArthur, who was once Eisenhower's commanding officer. As the pictures above show, the President thought that

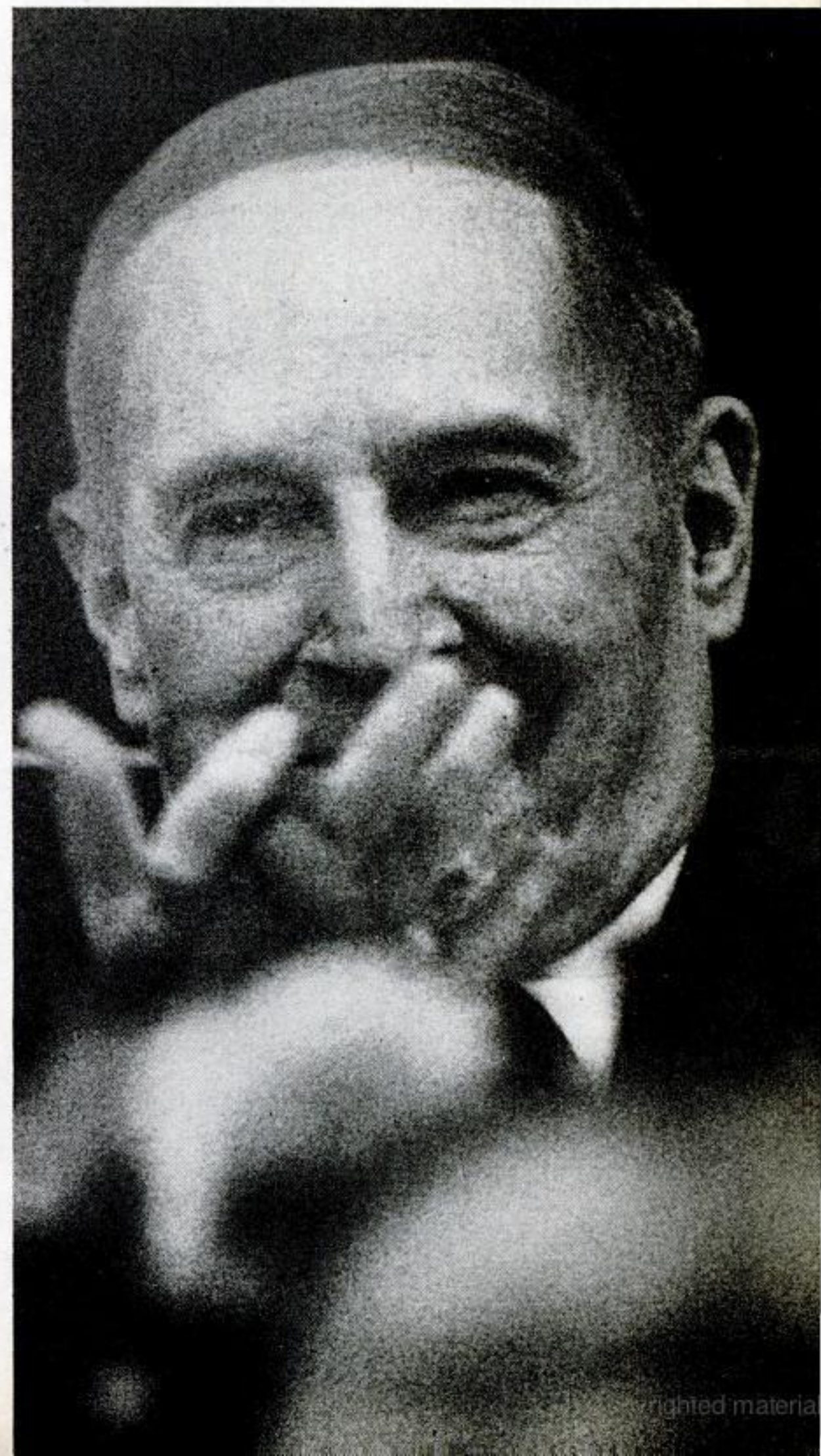
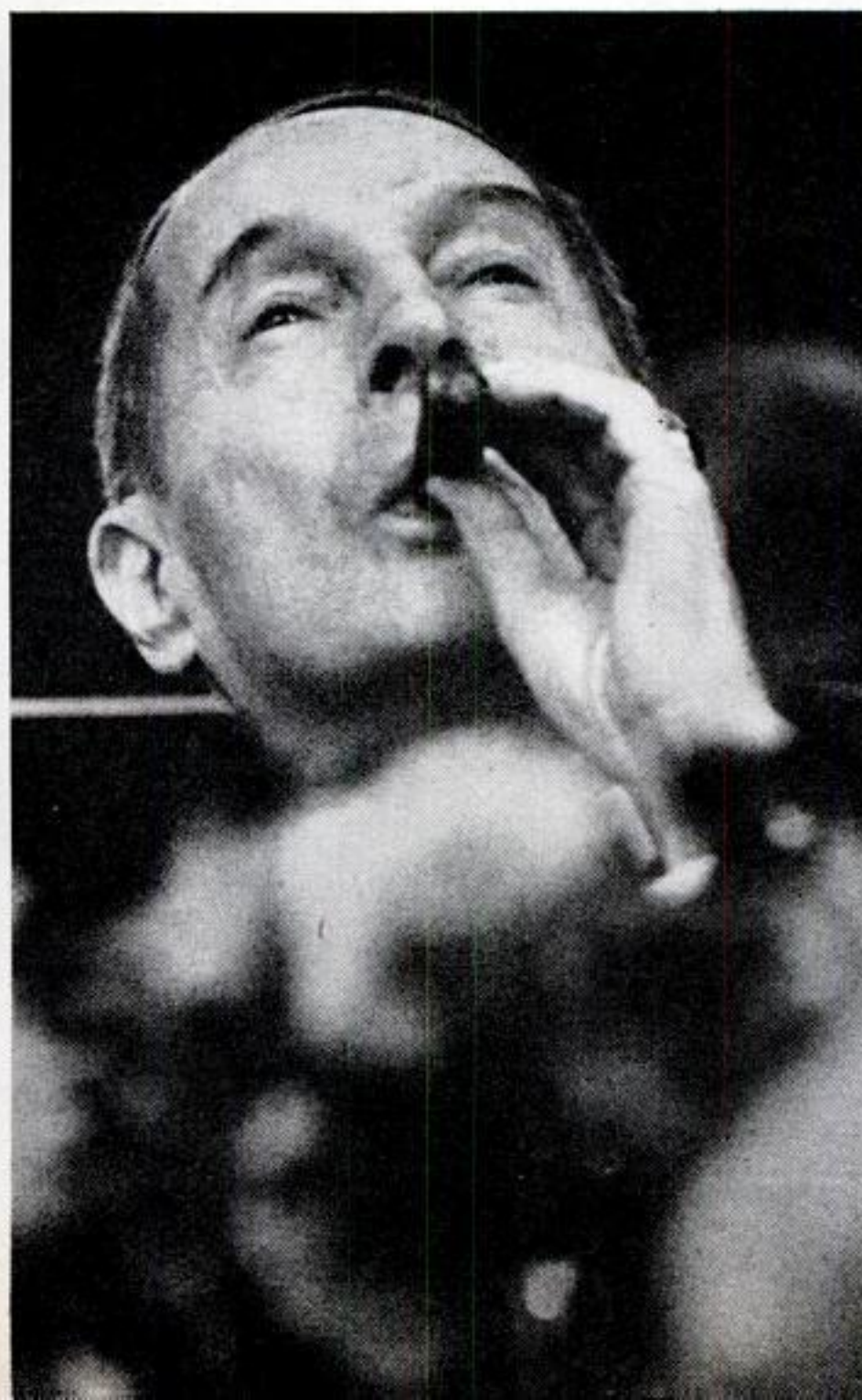


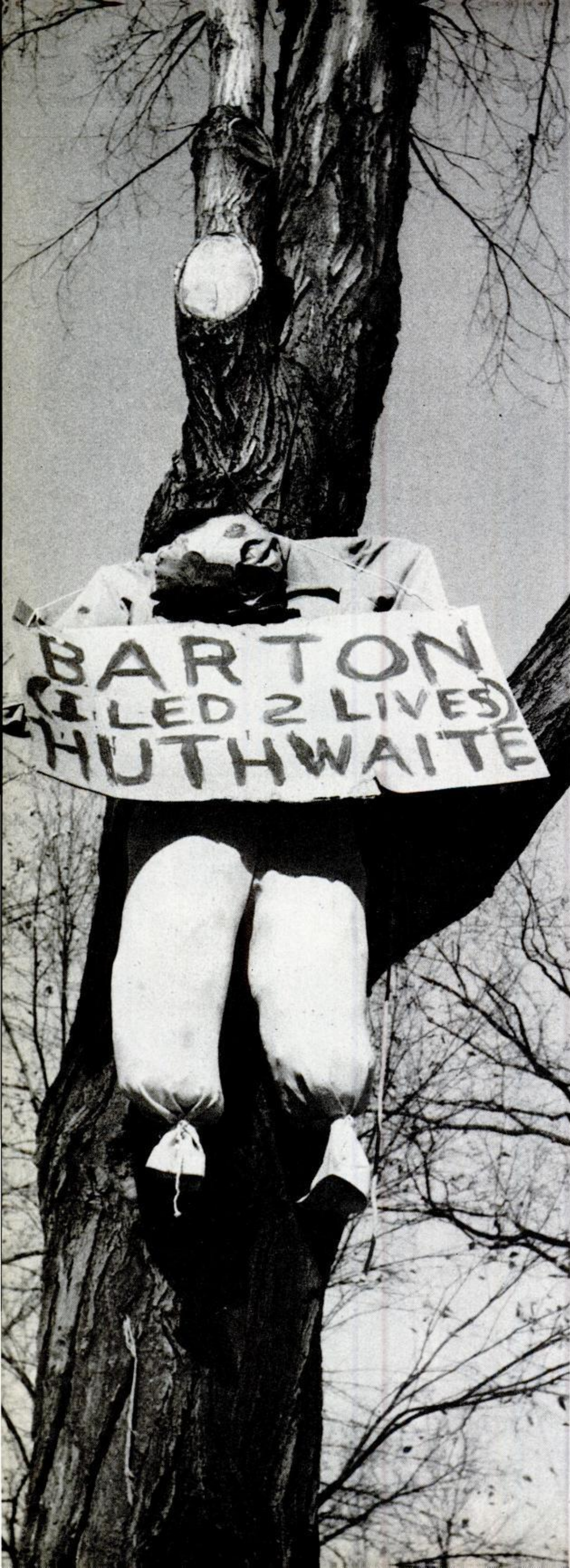
COMEDIAN SHRINER

Shriner's jokes were very funny. He laughed uproariously when Shriner tried to remember where he had seen Ike before. "I think it was in Europe," he drawled. "Yeah, it was the war. A bunch of us went over."

The President roared when Shriner described his unit. "It was one of those secret outfits," he said. "At least nobody never heard of it. . . . I was in a mess kit repair battalion." When Shriner said his home town was so small it was "between the first and second signs of a Burma-Shave poem," Ike nearly fell out of his chair.

But, as the pictures below show, General MacArthur did not seem to share the President's sense of humor. While Ike laughed and laughed, MacArthur stared into space, puffed on his cigar and only barely cracked a smile.





ON JOB HUTHWAITE SITS AT HIS DESK AS "MICHIGAN DAILY" NIGHT EDITOR

BIG FUSS AT MICHIGAN OVER GAMBLING CARDS

The University of Michigan at Ann Arbor, already disgruntled by a miserable football season, last week was deep in another kind of football dilemma. The varsity fullback, the basketball captain and five other students had been arrested for selling football gambling cards on campus.

To a lot of students the real villain was Barton Huthwaite, an editor of the *Michigan Daily*. Huthwaite, with another staff member, joined the card-selling group, then informed the local police. The police hoped to trap the racketeers who run the gambling business. But someone tipped off the ring, and only a few salesmen were caught. The sale of pool cards, which offer the buyer a chance to pick four or more football winners each week, is widely accepted in the U.S. But it is legally a misdemeanor in Michigan and all seven students were arraigned for trial.

As university authorities suspended both of the athletes from their teams, hotheads on campus called Huthwaite a stool pigeon and hanged him in effigy (*left*). But as many Michigan students defended the informer as attacked him. Whatever they felt about Huthwaite, however, hardly anybody saw anything really wrong in buying or selling gambling cards.



ACCUSED STUDENTS, *Michigan Daily* assistant sports editor Carl Riseman (*left*), fullback Tony Rio, basketball captain Jack Lewis (*right*), leave court on bail after being charged with "engaging in an illegal occupation." They pleaded not guilty. If convicted they could get three months in jail and fines up to \$100.

← EFFIGY ATTACKING HUTHWAITE AS A STOOL PIGEON HANGS ON CAMPUS ELM

right in step with today's short skirts . . .

THE ALL NEW LADY SCHICK ELECTRIC SHAVER

NEW ALL THROUGH—and made to order for this year's short skirts when your legs must be really smooth. New motor! Makes shaving faster, closer. And smoother! Wonderful new design and shape—so easy to hold. And now, a convenient start-and-stop switch—and only new Lady Schick has it! New gentle-action head with two shaving edges—one especially for tender underarms, the other edge just for legs.

NO MORE "ALLIGATOR SKIN"—that ugly, scratchy, patchy look often caused by a blade razor. Blade razors tend to shave off outer skin cells, leave exposed under-skin dry and scaly with annoying nicks and cuts. So, to keep your legs smooth—fashion smooth—get yourself a new Lady Schick . . . quick!

SHOES DESIGNED ESPECIALLY FOR LADY SCHICK BY DAVID EVING

The new feminine way to shave—the new **Lady Schick**



ALLEIRO MODELS



NEW FUTURA MODELS—
IN LOVELY FROST WHITE, FLAME RED,
BLUSH ROSE AND TURQUOISE

Exclusive
new
start-and-stop
switch

ALSO SOLD
IN CANADA

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HERE'S PROOF OF PERFORMANCE:

2½ years of freezing and frying—but Firestones need air only twice yearly!

"I've crossed desert country on roads hot as frying pans," says Ralph A. Fletcher of Detroit. "I've driven through Michigan winters and Mexican summers for 44,000 miles on my Firestones' original treads—and they were still ready for more! For over two years I never changed a tire—and the

times those tires needed air I can count on the fingers of one hand!" Reports like Mr. Fletcher's are constantly being added to Firestone's file of enthusiastic users. They're continuing examples of how Firestone's speedway research helps build more strength and endurance into your highway tires.



Darlington makes it 46 "500-mile firsts"

Weigh these facts before you buy another tire: Last Labor Day the "Southern 500" at Darlington, S. C. was won on Firestone Tires for the *9th time in its nine-year history*. The 2nd "International 500" at Monza, Italy was won in June, *for the second straight year*, on Firestone Tires. On May 30, the Indianapolis "500" was won *for the 35th consecutive time* on Firestone Tires. That's 46 times in a row that Firestone Tires have won out over all competition in the longest, roughest, toughest torture tests the world's oval tracks can dish out.



for Firestone

This is *real* proof of performance. And from this experience have come countless Firestone safety developments—like the newest and now famous Firestone Rubber-X formula and S/F (Safety-Fortified) Cord that you get in all Firestone Tires. Tires with more miles in them, more strength and stamina, and much, much more safety. Put a set on your car. Buy them on convenient terms at your nearby Firestone Dealer or Store.

Firestone

BETTER RUBBER FROM START TO FINISH

Enjoy the Voice of Firestone on ABC television every Monday evening.

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One **GOOD** word leads to another



It's Alpha-Bits... Post's new and nourishing oat cereal your whole family will love.

Here is the nourishing new cereal mothers love to serve and children love to eat. They're made of oats to give you high-quality cereal protein. And they've got just the right amount of sugar to help provide both quick and lasting energy. Let Alpha-Bits lead to one nourishing breakfast after another for your family.



"ALL POST CEREALS HAPPEN TO BE JUST A LITTLE BIT BETTER"

The Breakfast Foods of General Foods

Great Occasion for Old Masters

For U.S. music lovers it was a long-awaited occasion. After 30 years, Pablo Casals had come to play in the U.S., breaking an embargo he had imposed on himself because the U.S. recognizes Franco and the great Spanish cellist hates Franco's regime. For Casals, the concert was also the occasion for a long-delayed reunion. Almost as soon as he arrived in New York, he rushed to see Fritz Kreisler, a friend he had not seen for 30 years. The two great old musicians, the 81-year-old cellist and the 83-year-old violinist, talked over their last times together, the days in England when they gave a series of still-remembered concerts—and one that brought from Kreisler the remark that Casals was "king of all string players."

With that happy reunion over, Casals went on to play at the United Nations in an intercontinental concert opened by the Boston Symphony Orchestra, seen on CBS television over the U.S. and heard by radio all over the world. "Bach is my best friend," Casals said, and to show the force of that long-standing friendship he played Bach with a dexterity that age has not lessened and with the masterful style no cellist alive can match. After Casals, the two-hour-long broadcast switched to Paris where the Russian violinist David Oistrakh and the American Yehudi Menuhin carried on with more Bach, then switched to Geneva where the program ended with a performance of Beethoven's *Ninth Symphony*.



OLD FRIENDS MEET before the U.N. concert as Casals and Kreisler talk of their last performances together in London in 1927. Pair toured England playing

Brahms *Double Concerto*. Work begins with a cello passage which Kreisler said Casals played so beautifully that he could hardly come in with the violin part.

OLD MASTERS CONTINUED

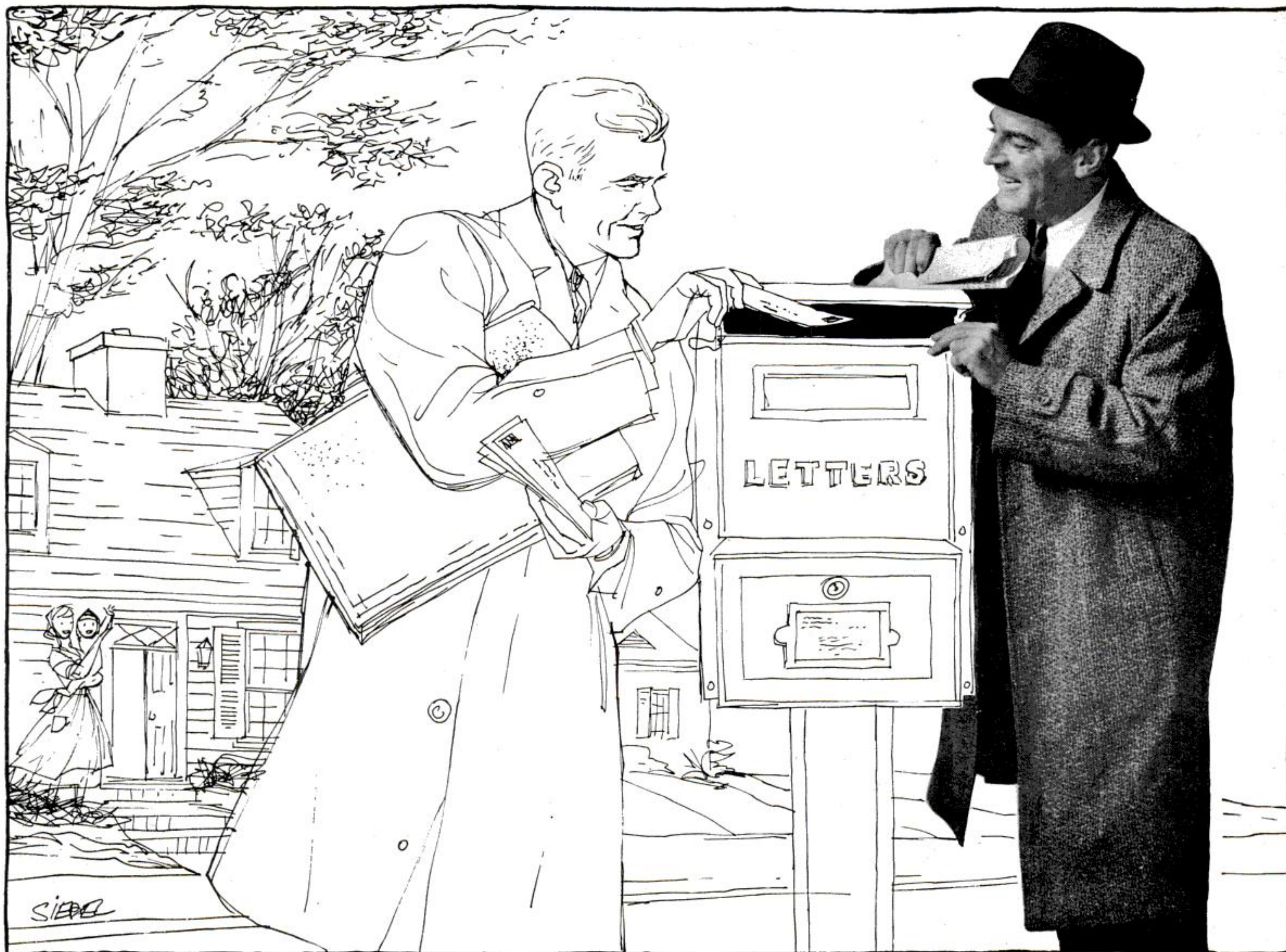


PARIS In rehearsal for their performance of Bach's concerto for two violins, Yehudi Menuhin and David Oistrakh work out before broadcast from the Salle Pleyel. Pair had previously played same work together in Bucharest, where they settled phrasing problems by conversing in German.



NEW YORK In performance in U.N., Casals plays Bach Sonata No. 2 in D Major on his Bergonzi cello. After it he played a Catalan folk tune, *Song of the Birds*, a favorite in the homeland he left in protest when Franco seized control and to which he has never returned.





Mailing personal checks is the safe, easy way to pay your bills. With your family banker in the picture, you can do more with your money

“Some people are better at making money than using it”

“I’m surprised about some of our friends. They’ve moved ahead in their jobs, and they’re making a lot more money than a few years back—but some of them haven’t really learned how to *manage* their money. A few don’t even have *checking accounts*.”

“There’s something my wife and I depend on—our checkbook. No sense carrying a lot of

cash, it’s too easy to lose. And store owners like to be paid by check. It’s so *businesslike*.”

“Then, too, we can pay each month’s bills simply by mailing out checks—for things like rent and insurance, telephone, electricity and charge accounts. Because they’re an accurate record, checks help us keep track of our budget. And when income tax time rolls around, we

can go through our cancelled checks together, figuring out what our deductions are.

“Through our checking account, we’ve come to use more of our family bank’s services. Fact is, we get together with our banker for so many things now that ‘family banker’ has the same warm meaning to us as ‘family doctor.’”

FOUNDATION FOR COMMERCIAL BANKS



Earn guaranteed interest on your savings, confident that you can withdraw them whenever you want



Save time and money and have a permanent record—when you pay your bills by check



Build, buy or improve your home with a loan at low bank rates



Meet other family needs—new car, college tuition, emergencies—through confidential personal loans



Help the growth of your business or profession through commercial loans and experienced counsel



Build personal and financial standing in the community through your bank relationship



Your commercial banker is your family banker

ONLY A COMMERCIAL BANK CAN SERVE YOUR FAMILY WITH ALL ITS MONEY NEEDS



GENEVA For closing number of the U.N. international concert, Conductor Ernst Ansermet led the Orchestre de la Suisse Romande, the Société Chorale du Brassus Choeur des Jeunes de Lausanne and four vocal soloists through the rousing finale of Beethoven's *Ninth Symphony*. The

broadcast, coming from the city's ornate Victoria Concert Hall, was attended by 1,800 invited guests. In his message to U.N. member nations preceding the concert, Pablo Casals spoke of Schiller's *Ode to Joy*, the *Ninth's* mighty choral ending, as a "prayer through music for the peace that we all desire and wait for."



Cooking's a picnic with real Italian-style **CHEF BOY-AR-DEE®** Spaghetti Sauces

In the Roman countryside or your own kitchen, it's the sauce that counts —over spaghetti, meat, fish, rice or eggs. And when it's rich, flavorful, thrifty Chef Boy-Ar-Dee Sauce—Meat or Mushroom—you can make a banquet out of leftovers. So easy, too...just heat, pour on and dig in!



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new kind of car-
by making sense!



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And priced with the most popular three!

car. Super-smooth ride. Big, self-adjusting brakes. Luxurious carpeting and many other added appointments at no added cost.

Yet the challenging new 1959 Edsel is priced with the most popular three! For example, you'll find that a new Edsel Ranger is priced almost exactly the same as many models of Chevrolet, Plymouth and Ford. See for yourself—this comparison is actually based on the factory suggested list prices.

It's easy to see why this is the car that makes history by making sense. The new kind of car you've been waiting for. See it now at your Edsel Dealer. Ten history-making new models! ESEL DIVISION • FORD MOTOR CO.

Shown here: Edsel Corsair 4-door hardtop





Quality at your feet...



Happy little feet get the safest start in perfect-fitting Buster Brown Shoes

She's just old enough to take delight in her new Buster Browns. And young enough to get the right start in their protective fit. *Fit*, by the way, is such a "thing" with your Buster Brown retailer that he will always take extra time and care to use the

Buster Brown 6-Point Fitting Plan every time he measures your child for a pair of shoes. Buster Brown Shoes are priced according to size, 5.99 to 7.99. Higher Denver West. Buster Brown Division, Brown Shoe Company, St. Louis.

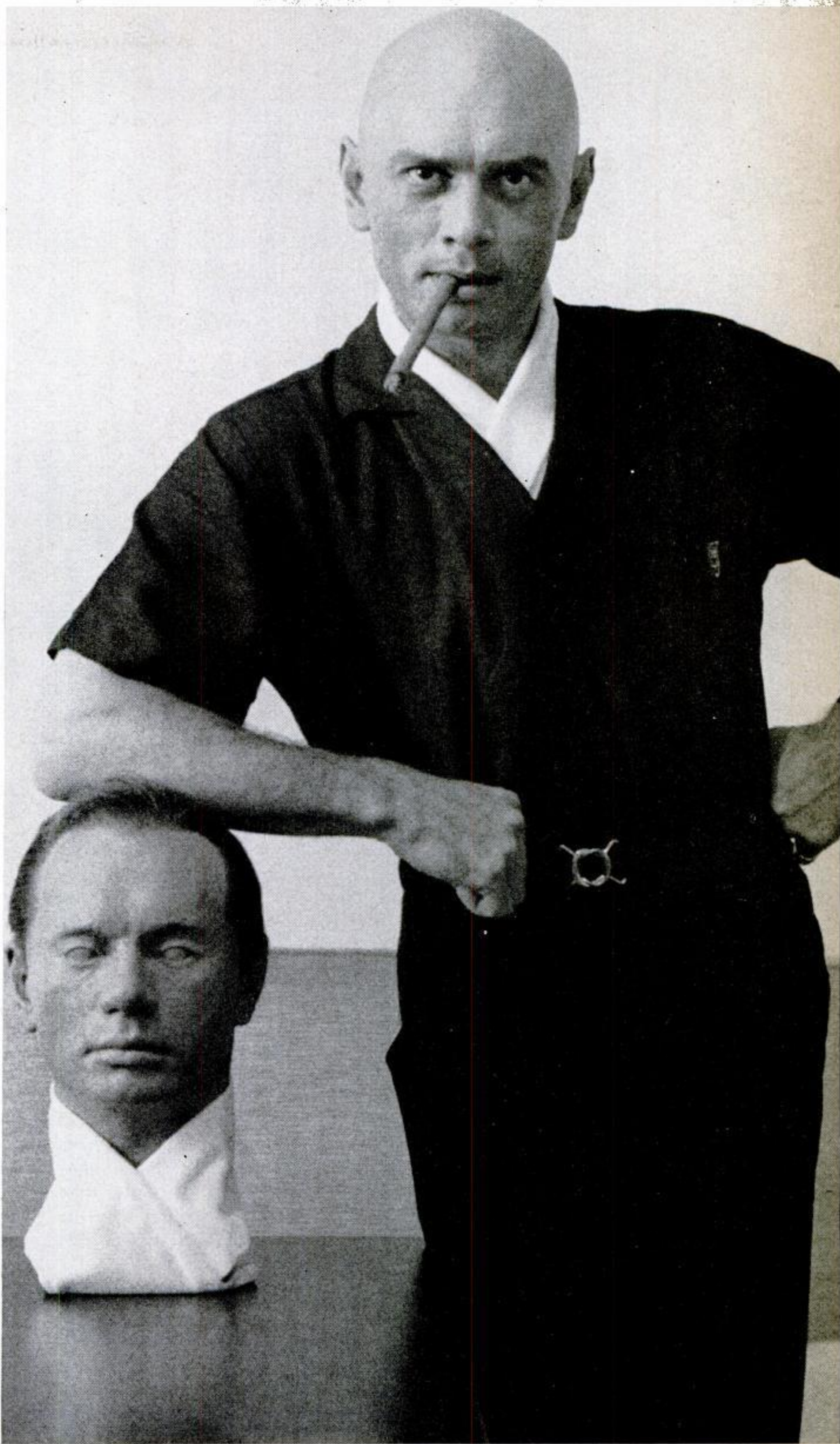
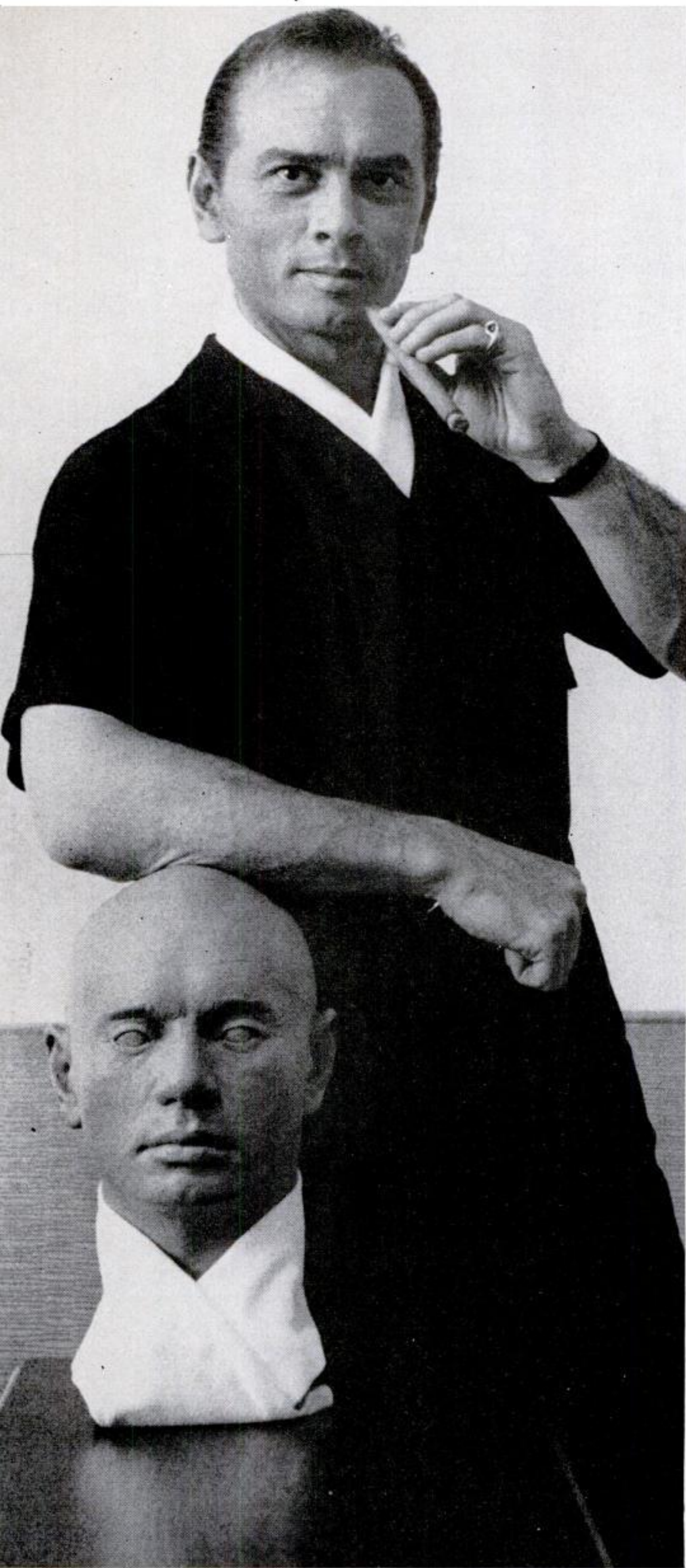


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BUSTER BROWN®

MORE BOYS AND GIRLS WEAR BUSTER BROWN SHOES THAN ANY OTHER BRAND



FROM LEFT TO RIGHT AND NORTH TO SOUTH THE PICTURES ABOVE GIVE A CONFUSING IMPRESSION OF THE MULTIPLE PERSONALITIES OF A WELL-KNOWN STAR

A Wag at the Wig-Fitting Session

Bewitched by switched wigs, many readers may not realize that everything shown above is Yul Brynner or a reasonable facsimile him of. Unlike most romantic actors Brynner has never found a headful of wavy hair, through which leading ladies might run their fingers, indispensable. From his first great movie triumph in *The King and I* onward he has had roles which captivated a long list of famous actresses—Deborah Kerr,

Ingrid Bergman, Maria Schell and Claire Bloom—by being bald as a bean. But when Brynner took on the role of the pirate Jean Lafitte in the forthcoming *Buccaneer*, hair became a necessity and Brynner was dispatched to the wigmakers (*LIFE*, March 18, 1957). Now he has had to get another wig to play the master of the household in 20th Century-Fox's *The Sound and the Fury*. The waggery that went on at the wiggery is shown above.



VEGETABLES AND CHEESES

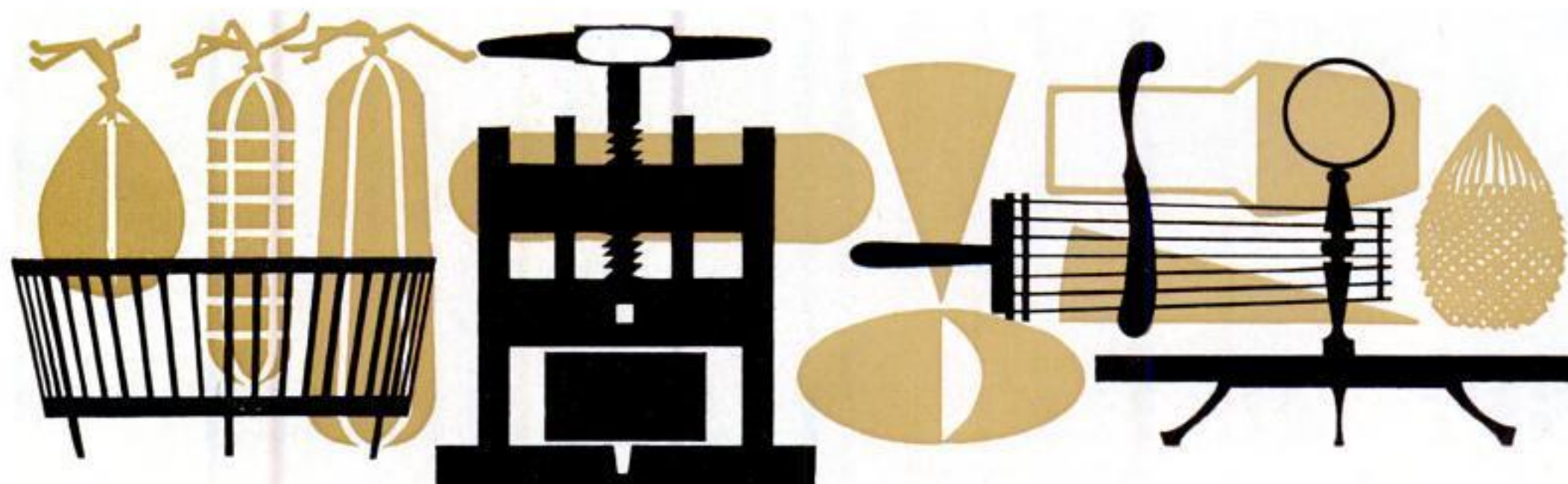
LIFE's big new 'Picture Cook Book' shows fresh uses of old stand-bys

VEGETABLES and cheese are such old reliable kitchen stand-bys that cooks too often treat them casually. The same item is served up in the same plain way, or worse, in a confused potpourri where its distinctive taste and texture are smothered. Better uses for these two old work horses are given in LIFE's handsome, lavishly illustrated new *Picture Cook Book*, published this month. In almost 300 pages filled with color photographs and decorated with drawings like those above and below, *Picture Cook Book* includes the best of LIFE's past food stories plus much new material—including that on the following pages.

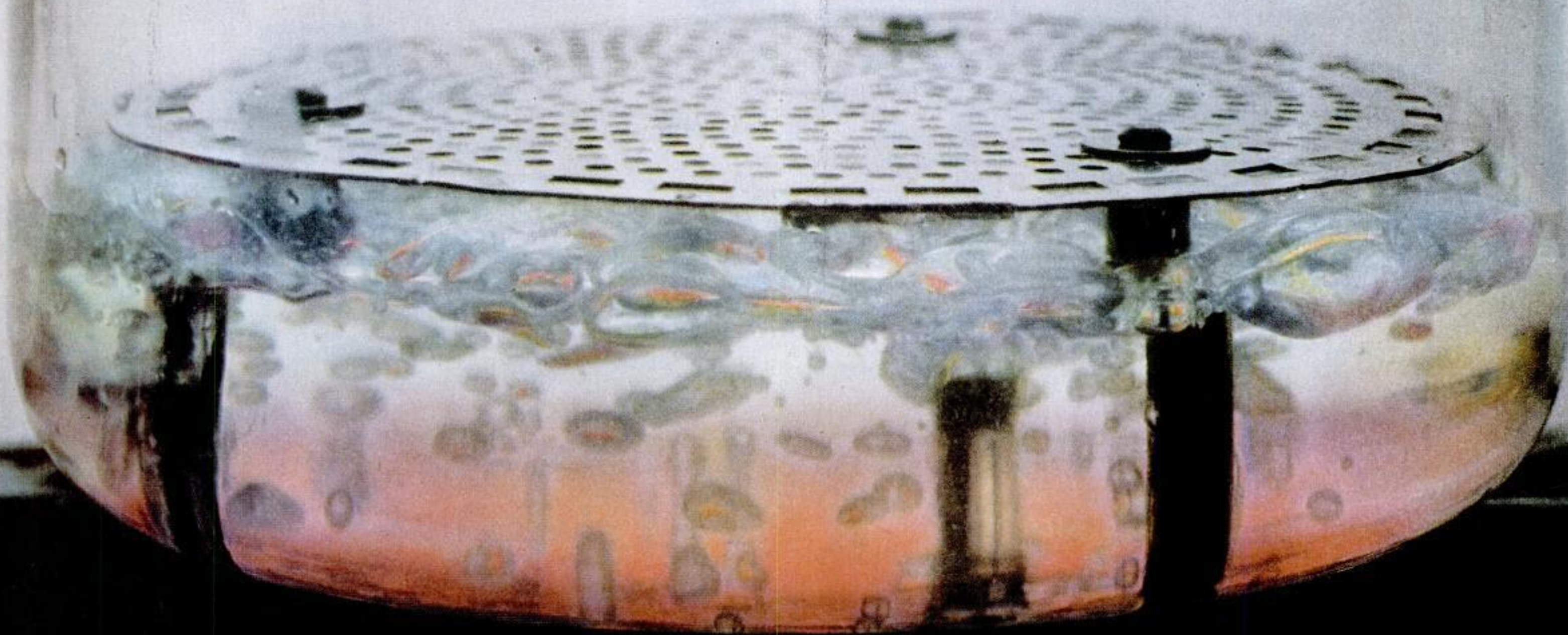
Vegetables must be bought young and fresh and treated gently. Beans should crackle when snapped. Brussels sprouts should be tiny. Squash should be firm. Frozen vegetables, picked and packaged at their peak, are better than fresh ones past their prime. In preparing vegetables the important thing is to cook them briefly with a minimum

of water—not drown and boil them until flavor has leaked away and texture dissolved to a pulp. The flavor and appearance of vegetables can also be enhanced by serving them in tasteful combinations like the peas with shallots (*opposite*) or the zucchini with walnuts, eggplant with oysters, squash with pineapple on page 64.

Cheese, the world's only food which can be served at any point in a meal, is just not used enough or in enough of its varieties. Many of the 500 kinds of cheese are little known and hard to get in America. Only a few like cottage, cream and Liederkranz are native to the U.S. Most cheeses are best served as desserts with their classic tablemates, bread and fruit. But some, like Swiss and Cheddar, can be used to flavor practically anything (pp. 66, 67) from appetizers to sweet desserts. Sometimes the two stand-bys, vegetables and cheese, are happily combined, as in asparagus Parmesan (p. 65) or onion and cheese pie (p. 67).



Framed by glass cylinder (*right*) in which they were originally steamed → to preserve color and tenderness are six vegetable dishes: from left, top row, Brussels sprouts in onion cream, piquant green beans. Middle row, broccoli with herb butter, lima beans with dill. Bottom row, peas with shallots and ham, cauliflower with almonds. Steamed gently, these vegetables did not touch water, and steamer was covered.

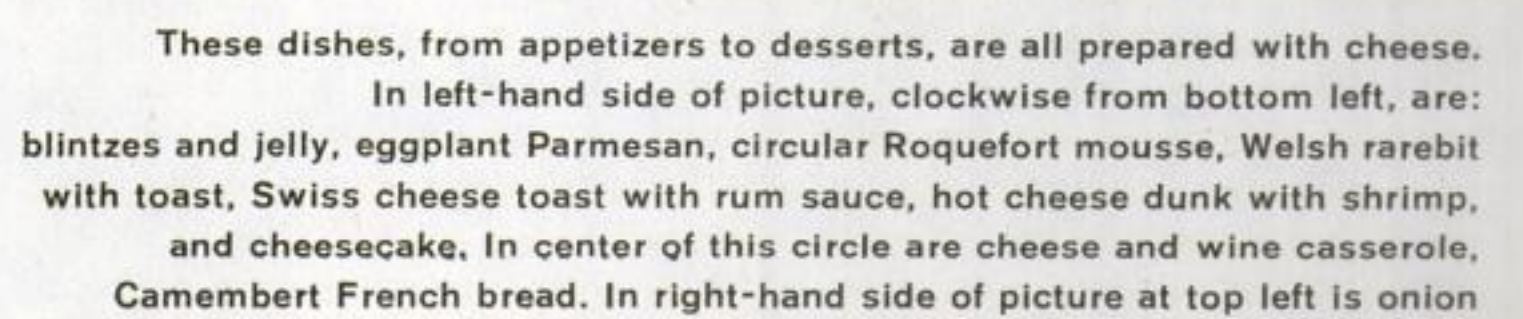




Fresh combinations give vegetables new flavors. On vegetable crates are shown, front row, left to right: broiled mushrooms in wine, acorn squash baked with pineapple, fried celery with chicken livers, baked green peppers. In middle row: zucchini with walnuts, slowly sautéed onion slices, asparagus Parmesan. In back row: eggplant stuffed with oysters, broiled tomatoes with ripe olives, stuffed cabbage leaves, deviled carrots, baked spinach with bacon. Still-life photograph in background shows vegetables uncooked. The four crates hold, from left, cabbage, spinach, carrots, asparagus.









and cheese pie. In top right-hand corner are brandied cherries and cheese. Below them are cheese tarts and Camembert balls and crackers. On board running through center of right-hand half of picture are cheeses used in these dishes. They are, from the top down, Parmesan, Swiss with mozzarella on top of it, Roquefort, Gruyère, Cheddar, cottage, Camembert and cream cheese.



Nine popular cheeses are shown here with fruit, red wine, crusty bread.
 Beneath the apple perched on top of the pile are, from top down, Gouda, Provolone and Cheddar. The Cheddar rests on an almost hidden

Muenster. On left side of plate a wedge of Port du Salut sits on some Gorgonzola. On right, Liederkranz is resting on bar of smoked cheese, which sits on wheel of Bel Paese.

THE 31 RECIPES

BRUSSELS SPROUTS IN ONION CREAM

- | | |
|----------------------------|----------------------|
| 1½ pounds Brussels sprouts | 1 pint sour cream |
| ½ cup chopped onion | 2 tablespoons butter |

Steam Brussels sprouts for 15 minutes or until tender. Sauté onion in butter until rich brown. Stir in sour cream and heat, stirring constantly. Add Brussels sprouts and mix well. Serves 6.

PIQUANT GREEN BEANS

- | | |
|--------------------------------|-----------------------------------|
| 1½ pounds string beans | ¼ teaspoon sugar |
| 4 slices bacon | 1 tablespoon Worcestershire sauce |
| 2 tablespoons diced pimento | ¼ teaspoon dry mustard |
| 2 tablespoons red wine vinegar | 2 drops Tabasco sauce |

Steam whole beans for 15 minutes or until tender. Cut bacon into ½-inch strips. Sauté until crisp, remove bacon from fat and add to beans. To bacon fat in skillet, add remaining ingredients. Bring to a boil, stirring constantly. Pour over beans, mix well. Serves 6.

BROCCOLI WITH HERB BUTTER

- | | |
|---------------------------|-----------------------------|
| 3 pounds broccoli | ¼ teaspoon oregano |
| ½ cup butter | ¼ teaspoon salt |
| 4 tablespoons lemon juice | Freshly ground black pepper |
| 1 garlic clove, minced | |

Trim heavy, coarse stalks from broccoli. Steam broccoli spears for 20 minutes or until tender. Combine and heat remaining ingredients and pour over broccoli. Serves 6.

LIMA BEANS WITH DILL

- | | |
|-------------------------|---|
| 2 pounds lima beans | 2 tablespoons chopped fresh dill or 2 teaspoons dill seeds, crushed |
| 4 tablespoons olive oil | |
| 1 tablespoon lime juice | |

Steam lima beans for 20 minutes or until tender. Heat remaining ingredients and pour over lima beans. Mix well. Serves 6.

PEAS WITH SHALLOTS AND HAM

- | | |
|-------------------------------------|--------------------------------------|
| 3 cups peas | 1 tablespoon sugar |
| 4 tablespoons minced shallots | 1 teaspoon chopped fresh mint leaves |
| 1 cup julienne strips of cooked ham | 1 teaspoon salt |
| 4 tablespoons butter | Freshly ground pepper |

Steam peas for 15 minutes or until tender. Peas should not touch the water. Sauté shallots in butter until golden. Add ham, sugar, salt and pepper and sauté for 5 minutes, stirring frequently. Add mint leaves and stir in peas. Serves 6.

CAULIFLOWER WITH ALMONDS

- | | |
|-------------------------|------------------------|
| 1 large cauliflower | 1 garlic clove, minced |
| ½ cup slivered almonds | 4 tablespoons butter |
| 1 cup soft bread crumbs | |

Steam cauliflower, for 20 minutes or until tender. Sauté remaining ingredients in butter until the almonds are golden and crumbs crisp. Serve over cauliflower. Serves 6.

BROILED MUSHROOMS

- | | |
|---------------------|------------------------|
| 1½ pounds mushrooms | 1 cup dry red wine |
| 1 cup olive oil | 1 garlic clove, minced |

Remove mushroom stems. (Save stems for soup or sauce.) Score caps and marinate in remaining ingredients for 2 hours. Drain and keep marinade. Broil caps under medium heat for 5 minutes or until tender. Heat marinade and serve with broiled mushrooms. Serves 6.

ACORN SQUASH BAKED WITH PINEAPPLE

- | | |
|----------------------------------|---------------------------|
| 3 acorn squashes, halved | 2 tablespoons brown sugar |
| ½ cup crushed pineapple, drained | 6 tablespoons butter |
| 2 tablespoons dry sherry | ¼ teaspoon ground nutmeg |
| | 1 teaspoon salt |

Scoop out squash seeds and fibers, then place in greased baking dish and put 1 teaspoon each of sherry, brown sugar and butter in each half. Cover and bake in a hot oven (400°) for 30 minutes or until tender. Scoop cooked squash out of shells, leaving wall about ¼ inch thick. Mash squash and combine with 4 tablespoons butter and remaining ingredients, beating until well blended. Spoon back into shells and return to hot oven (425°) for 15 minutes. Serves 6.

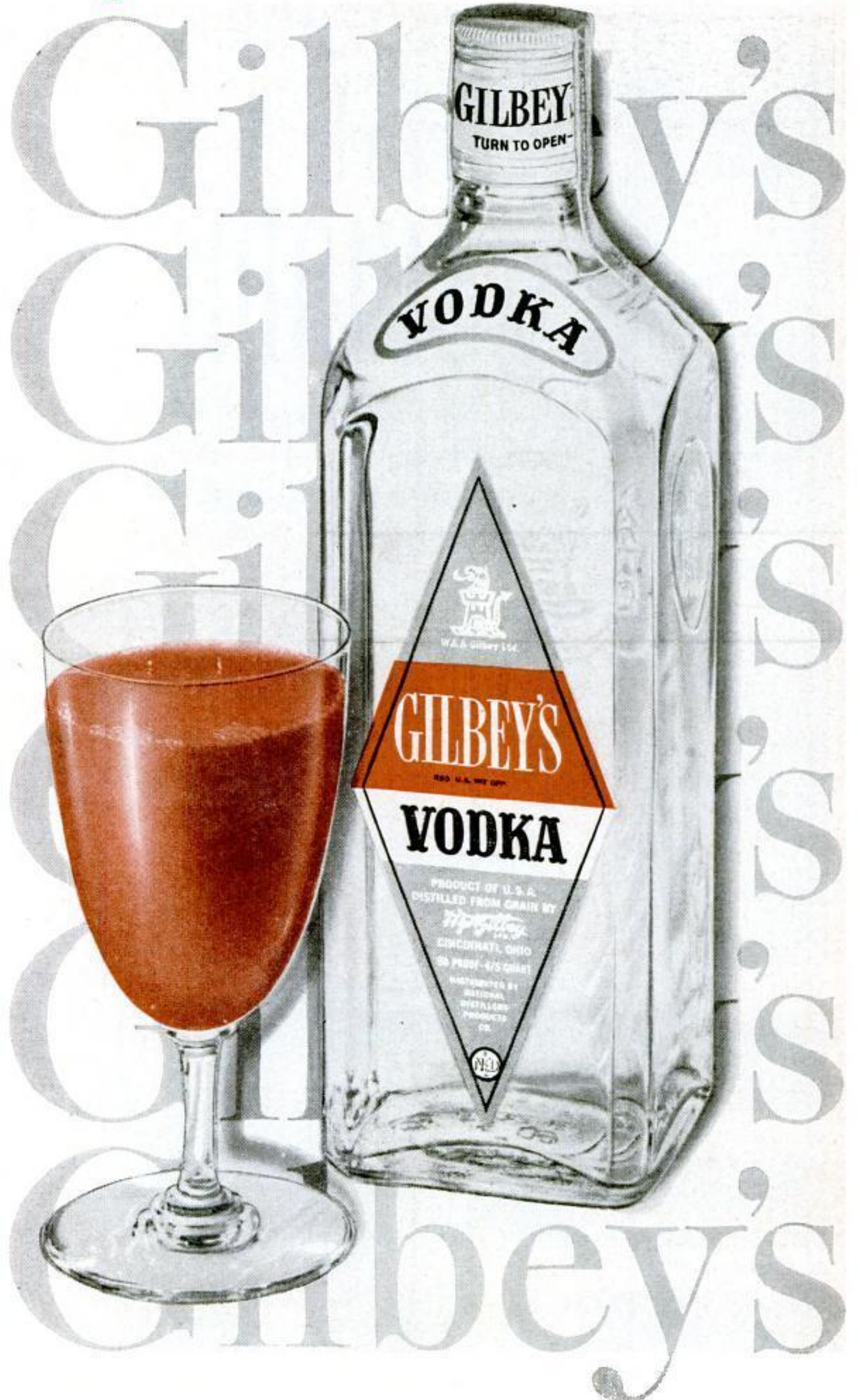
FRIED CELERY WITH CHICKEN LIVERS

- | | |
|-----------------------------------|------------------------|
| 6 whole celery hearts with leaves | 1 cup sliced mushrooms |
| ½ cup butter | ½ cup dry sherry |
| 1 pound chicken livers, cut up | ½ cup heavy cream |
| | 1 teaspoon salt |

Sauté celery in butter for 15 minutes. Remove from skillet and keep warm. Sauté chicken livers and mushrooms for 10 minutes in butter remaining in skillet. Add sherry, cream and salt. Simmer, stirring frequently, until hot (do not allow to boil). Return celery to sauce to heat thoroughly. Serves 6.

CONTINUED

Gilbey's Vodka

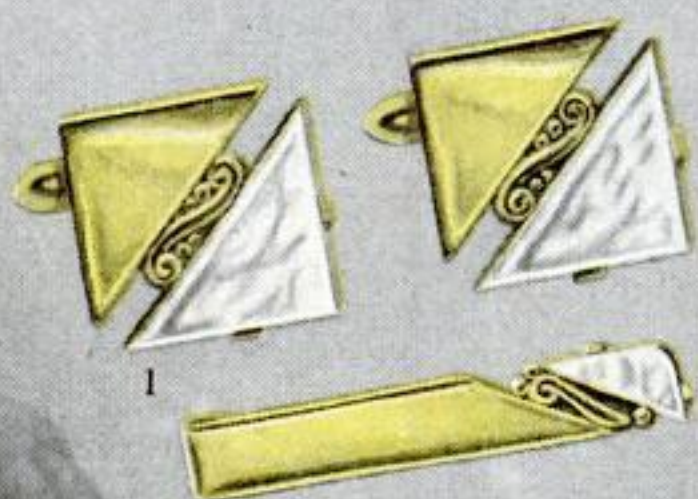


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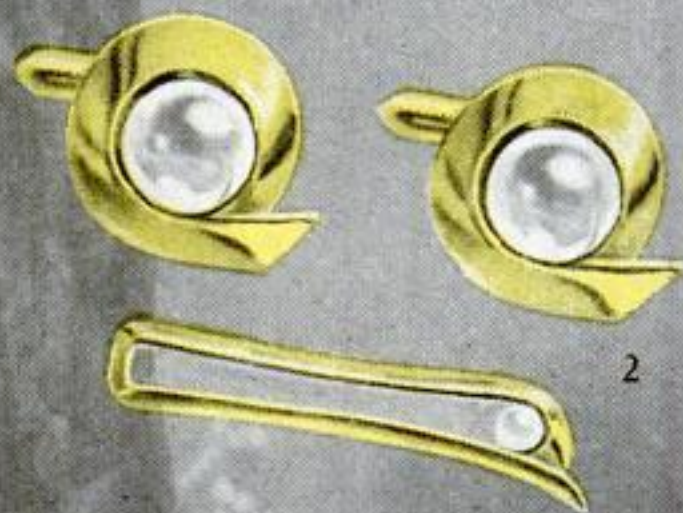
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IN CANADA AT SOMEWHAT HIGHER PRICES

VEGETABLES AND CHEESES CONTINUED

BAKED GREEN PEPPERS

- | | |
|-----------------|-------------------------|
| 6 green peppers | 2 garlic cloves, minced |
| ½ cup olive oil | |

Cut each pepper into quarters. After removing seeds and fibrous portions, put into baking pan with oil and garlic and bake in moderate oven (350°) for 15 minutes, stirring frequently. Serves 6.

ZUCCHINI WITH WALNUTS

- | | |
|------------------------------------|---------------------------|
| 1½ pounds zucchini | ½ cup olive oil |
| 1 cup walnuts,
coarsely chopped | ¼ cup dry red wine |
| ½ cup sliced scallions | 2 tablespoons lemon juice |

Cut zucchini in ½-inch slices. Sauté zucchini and scallions in oil for 5 minutes, stirring frequently. Add wine, lemon juice and ¼ cup water. Simmer for 5 minutes. Add walnuts. Serves 6.

SAUTEED ONION SLICES

- | | |
|----------------|--------------|
| 6 large onions | ½ cup butter |
|----------------|--------------|

Peel onions and cut into ½-inch slices. Sauté very slowly in butter for 10 minutes or until tender, turning once. Serves 6.

ASPARAGUS PARMESAN

- | | |
|--|-----------------------------|
| 3 pounds asparagus | 1 cup dry bread crumbs |
| 1 tablespoon grated
Parmesan cheese | ¼ teaspoon garlic powder |
| ½ cup flour | ½ cup olive oil |
| 1 egg | 1 teaspoon salt |
| 2 tablespoons dry white wine | Freshly ground black pepper |

Break off tough ends of asparagus stalks. Dip stalks first in flour, then in egg beaten with wine and then into crumbs combined with cheese, garlic powder, salt and pepper. Sauté in olive oil for 10 minutes or until tender. Serves 6.

EGGPLANT STUFFED WITH OYSTERS

- | | |
|--|-----------------------------|
| 1 two-pound eggplant,
halved lengthwise | 2 tablespoons minced celery |
| 1 pint oysters, drained
and chopped | ½ cup butter |
| ¼ cup minced onion | 1 cup soft bread crumbs |
| 1 garlic clove, minced | ¼ cup minced parsley |
| | ½ teaspoon thyme |

Scoop out center of eggplant, leaving wall about ½ inch thick. Chop scooped-out sections and sauté in butter with onion, garlic and celery until onion is golden. Combine oysters and the remaining ingredients and add to hot eggplant mixture. Spoon into eggplant shells and place in buttered baking dish. Bake in a moderate oven (375°) for 30 minutes. Serves 6.

BROILED TOMATOES WITH OLIVES

- | | |
|--------------------------------------|----------------------------------|
| 6 large tomatoes | 4 tablespoons chopped
parsley |
| 4 tablespoons chopped
ripe olives | ½ teaspoon basil |
| 1 cup minced cooked ham | ½ cup mayonnaise |

Cut tomatoes in half crosswise and place cut side up in greased baking dish. Bake in a moderate oven (350°) for 10 minutes. Combine remaining ingredients and spoon on top of tomato. Broil until browned. Serves 6.

STUFFED CABBAGE LEAVES

- | | |
|----------------------------|-------------------------------------|
| 12 large cabbage leaves | 2 tablespoons
chopped fresh dill |
| ¾ pound ground veal | 1 teaspoon thyme |
| ¾ pound ground beef | 3 cups canned tomato sauce |
| 4 tablespoons grated onion | 1 teaspoon salt |
| ½ cup butter | Freshly ground black pepper |
| 1½ cups cooked rice | |

Combine meats and sauté with onion until lightly browned. Add rice, dill, thyme, salt and pepper, and mix well. Place cabbage leaves in boiling water for 1 minute. Drain and pat dry. Spoon meat mixture on center of leaves, fold over, envelope fashion, and secure with toothpicks. Place in greased, shallow baking dish, pour tomato sauce over, cover and bake in a slow oven (325°) for 45 minutes. Serves 6.

DEVILED CARROTS

- | | |
|--|-----------------------------|
| 6 large carrots,
quartered lengthwise | 2 teaspoons dry mustard |
| ½ cup butter | 2 drops Tabasco sauce |
| 2 tablespoons brown sugar | ½ teaspoon salt |
| | Freshly ground black pepper |

Sauté carrots in butter for 5 minutes. Add remaining ingredients and cook for 10 minutes or until tender. Serves 6.

BAKED SPINACH

- | | |
|----------------------------|-----------------------------------|
| 3 pounds spinach | 2 tablespoons red
wine vinegar |
| 6 slices bacon | 1 teaspoon salt |
| ½ cup chopped onion | Freshly ground black pepper |
| ½ teaspoon ground cinnamon | |

Wash spinach. Cut leaves crosswise into ½-inch strips. Cut bacon into 1-inch pieces. Sauté bacon with onion until onion is lightly browned. Remove from heat, add cinnamon, vinegar, salt and pepper. Combine with spinach, place in greased baking dish, cover and bake in a moderate oven (350°) for 30 minutes or until spinach is tender. Serves 6.

CONTINUED

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NEW EASY RECIPE WITH QUAKER OATS, PET MILK, AND CLING PEACHES FROM CALIFORNIA

Individual Meat Loaves with Baked Peaches

¾ cup Quaker or Mother's Oats (quick or old fashioned, uncooked)	¼ cup finely chopped onion
1½ pounds ground beef	¼ cup chili sauce or catsup
1 cup Pet Evaporated Milk	One #2½ can Cling Peach Halves
1½ teaspoons salt	Whole cloves, brown sugar,
¼ teaspoon pepper	vinegar

Combine oats, ground beef, milk, salt, pepper, onion, and chili sauce; mix thoroughly. Shape into 6 individual meat loaves; place in shallow baking pan. Bake in moderate oven (350°F.) 20 minutes. Drain peaches; stick with cloves and place be-

tween meat loaves. Sprinkle peaches lightly with brown sugar; pour ½ teaspoon vinegar in each half. Bake peaches and meat loaves 15 minutes longer. Serve hot Mushroom Sauce over meat loaves. *Makes 6 servings.*

Mushroom Sauce

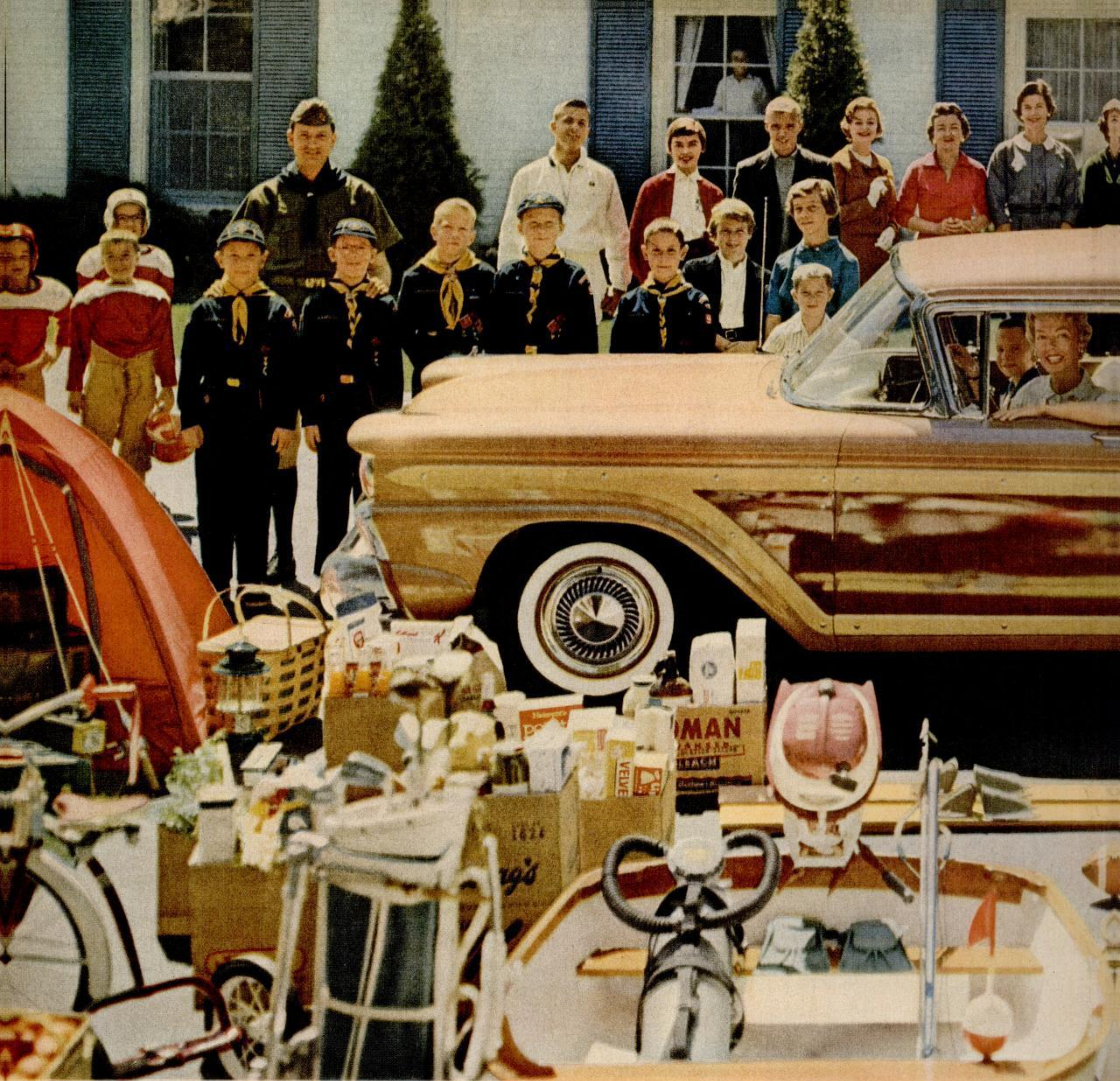
¾ cup Pet Evaporated Milk	1 teaspoon Worcestershire sauce
One 10½-oz. can condensed cream of mushroom soup	One 4-oz. can mushrooms, stems and pieces, drained

Combine soup and Worcestershire sauce in small saucepan; gradually stir in milk and mushrooms. Heat, stirring occasionally. (Do not boil.)



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That was just two hours in the busy life of a husky Ford station wagon. For what it carried in two weeks, see above. Seems incredible—but not to the millions of American families like the Marshalls.



Every person and item on Marian and Tom Marshall's front lawn was transported at least once in their 1959 Ford Country Squire Station Wagon.

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Our cars are broad-shouldered and roomy. That's the way we Americans want them. How else could we carry such numbers of people and things around with us? We live in a big country and the distances we travel call for highest standards of comfort, safety, and driving ease. So we've got these things, too, in our American cars.

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FOR BEAUTY THE MODERN WAY Dorothy Gray

VEGETABLES AND CHEESES CONTINUED

CHEESE BLINTZES

- | | |
|------------------------|----------------------------|
| 1 pound cottage cheese | 1 teaspoon vanilla extract |
| 2 eggs | 1 teaspoon ground cinnamon |
| 1 cup milk | ½ teaspoon salt |
| Butter | Sour cream |
| 1 cup sifted flour | Jam |
| ½ cup sugar | |

To make the blintzes, beat the eggs until foamy. Add milk and 2 tablespoons melted butter. Add flour and salt and beat with a rotary beater until smooth. Fry the blintzes one at a time in a hot lightly buttered 8-inch skillet. For each blintz pour 3 tablespoons batter into skillet, tipping to spread batter thinly. Fry over high heat for 2 minutes or until lightly browned on one side. Remove from pan. Cool. To make the filling, stir cottage cheese, sugar, vanilla and cinnamon together until well blended. Put 2 tablespoons of the filling on the browned side of each blintz and fold the sides over to cover the filling. Sauté blintzes in butter for 5 minutes. Serve with sour cream and jam. Makes 12.

EGGPLANT PARMESAN

- | | |
|-----------------------------------|------------------------------|
| 1 large eggplant | ¼ cup olive oil |
| ¼ cup grated Parmesan cheese | 2 cups canned tomato sauce |
| ¼ pound mozzarella cheese, sliced | 2 tablespoons minced parsley |
| 1 egg, lightly beaten | ¼ teaspoon basil |
| ¼ cup dry white wine | ¼ teaspoon oregano |
| 1 cup cracker crumbs | 1 bay leaf, crumbled |
| 1 garlic clove, minced | 1 teaspoon salt |

Pare eggplant and cut it crosswise into ¼-inch slices. Beat egg with wine. Dip eggplant slices in egg and wine, then dip them in cracker crumbs. Sauté garlic in oil for 5 minutes. Add eggplant and sauté for 10 minutes or until golden brown. Remove eggplant and keep hot. Add tomato sauce, parsley, basil, oregano, bay leaf and salt to oil remaining in skillet and simmer for 15 minutes, stirring frequently. Arrange alternate layers of eggplant, Parmesan and mozzarella cheese, and sauce in a casserole. Top with mozzarella. Bake in a moderate oven (350°) for 30 minutes. Serves 6.

ROQUEFORT MOUSSE

- | | |
|--------------------------------|------------------------------|
| ¼ pound Roquefort cheese | 2 tablespoons minced pimento |
| 1 envelope unflavored gelatine | 1 tablespoon minced capers |
| ¼ cup lemon juice | 1 teaspoon grated onion |
| 1 cup grated cucumber, drained | 1 cup heavy cream, whipped |
| 4 tablespoons minced parsley | 1 teaspoon salt |
| | Freshly ground black pepper |

Soften gelatine in lemon juice. Add 1 cup of boiling water and stir until gelatine is dissolved. Mash cheese. Add cucumber, parsley, pimento, capers, onion, salt and pepper and mix well. Combine with gelatine mixture. Chill for 20 minutes or until mixture is slightly thickened. Fold in whipped cream. Pour into mold and chill for at least 4 hours or until firm. Serves 6.

WELSH RAREBIT

- | | |
|--------------------------------|----------------------------------|
| 1 pound Cheddar cheese, grated | 2 teaspoons Worcestershire sauce |
| 1 cup beer | Pinch of cayenne pepper |
| 2 tablespoons butter | Toast |
| ½ teaspoon dry mustard | |

Combine ingredients except cheese in the top of a double boiler. Cook over hot, not boiling, water for 5 minutes or until butter melts, stirring constantly. Add grated cheese and cook for 10 minutes or until cheese melts and mixture is thoroughly blended, stirring frequently. Serve over toast. Serves 6.

SWISS TOAST

- | | |
|-----------------------|-----------------|
| 6 slices Swiss cheese | 1 cup milk |
| 12 slices white bread | 1 teaspoon salt |
| ¾ cup butter | Rum sauce |
| 2 eggs | |

Spread the bread with ¼ cup softened butter and make 6 Swiss cheese sandwiches. Beat eggs until foamy and beat in milk and salt. Dip sandwiches in egg mixture to coat them. Sauté in the remaining ½ cup butter until golden brown on both sides. Serve with hot rum sauce. Serves 6.

RUM SAUCE

- | | |
|----------------------|-------------|
| ¼ cup dark rum | 1 cup sugar |
| 2 tablespoons butter | |

Combine ingredients with ½ cup of water and cook over low heat, stirring constantly, until sugar is dissolved and sauce is hot. Makes about 1½ cups.

HOT CHEESE DUNK

- | | |
|---------------------------------|--------------------------------------|
| ½ pound Swiss cheese, grated | ¼ cup butter |
| ¼ pound Parmesan cheese, grated | 6 tablespoons flour |
| 2 chicken bouillon cubes | 1 teaspoon A-1 sauce |
| 2 cups cream | Cooked shrimp |
| 2 tablespoons grated onion | or bite-sized pieces of French bread |

Scald cream and dissolve bouillon cubes in it. Sauté onion in butter for 5 minutes. Add flour and mix well. Add cream mixture to onion mixture and cook for 5 minutes or until thickened, stirring constantly. Add in cheese and A-1

CONTINUED



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VEGETABLES AND CHEESES CONTINUED

sauce and simmer over low heat for 10 minutes or until cheese melts. Dunk in it shrimp or bite-sized pieces of French bread. Makes about 3 cups.

CHEESE CAKE

- | | |
|---------------------------------|------------------------------|
| 3 cups cottage cheese | 4 tablespoons lemon juice |
| 3 eggs | 1 teaspoon almond extract |
| ½ cup milk | 1 cup heavy cream |
| 1 cup sugar | 2 cups graham cracker crumbs |
| 2 envelopes unflavored gelatine | ½ cup light brown sugar |
| 1 tablespoon grated lemon rind | ½ cup butter, melted |
| | ½ teaspoon salt |

Separate eggs. Beat egg yolks lightly in top of a double boiler. Stir in milk and ½ cup sugar. Place over hot water and cook for 10 minutes or until thickened, stirring constantly. Soften gelatine in ½ cup cold water. Add to egg yolk custard and stir until gelatine is dissolved. Cool. Press cheese through coarse strainer and stir lemon rind, lemon juice and almond extract into it. Stir into custard. Beat cream with salt until stiff. Fold into cheese custard. Beat egg whites until foamy, add the remaining ½ cup sugar and beat until stiff but not dry. Fold into cheese custard. Combine cracker crumbs, brown sugar and melted butter. Spread over bottom and sides of an 8-inch spring-form pan. Pour in cheese custard. Chill for at least 4 hours. Serves 6.

CHEESE AND WHITE WINE CASSEROLE

- | | |
|--------------------------------|------------------------|
| ½ pound Gruyère cheese, grated | 6 eggs |
| 1½ cups dry white wine | ½ cup heavy cream |
| 6 slices bread, trimmed | ½ cup chicken bouillon |
| 6 tablespoons butter | ¼ teaspoon dry mustard |
| 1 garlic clove, crushed | 1 teaspoon paprika |

Cream butter and garlic together and spread on bread. Arrange bread in casserole buttered side down. Beat eggs until foamy, beat in cream. Add remaining ingredients. Pour over bread. Bake in a moderate oven (350°) for 30 minutes or until puffed and brown. Serves 6.

CAMEMBERT FRENCH BREAD

- | | |
|---------------------------|------------------|
| 4 ounces Camembert cheese | ½ cup butter |
| 1 large loaf French bread | ¼ teaspoon basil |

Combine ingredients except bread and simmer over low heat for 5 minutes or until blended. Remove from heat and cool for 10 minutes or until mixture starts to thicken, stirring occasionally. Slice bread in half lengthwise. Spread some cheese mixture on cut surfaces of bread, put loaf together and spread remaining cheese mixture on outside crust. Wrap bread in foil and bake in a moderate oven (325°) for 20 minutes. Turn back foil to expose crust and bake for 5 minutes. Serves 6.

ONION AND CHEESE PIE

- | | |
|------------------------------|-----------------------------|
| ½ pound Swiss cheese, grated | 1 cup milk |
| 1 large onion, sliced | ½ teaspoon curry powder |
| ½ recipe of pie crust | ¼ teaspoon ground nutmeg |
| 2 tablespoons flour | 2 drops Tabasco sauce |
| 4 eggs | 1 teaspoon salt |
| 1 cup heavy cream | Freshly ground black pepper |

Roll pie crust ⅛ inch thick and line 10-inch pie plate with it. Mix cheese with flour and spread in bottom of pie shell. Arrange onion rings on top. Beat eggs lightly. Beat in remaining ingredients. Pour egg mixture over cheese and onion rings. Bake in a moderate oven (350°) for 45 minutes. Serves 6.

BRANDIED CHERRIES AND CHEESE

- | | |
|------------------------------|-------------------|
| 1 pound cottage cheese | 1 cup heavy cream |
| 2½ cups canned Bing cherries | 1 teaspoon salt |
| ½ cup brandy | |

Press cottage cheese through a coarse sieve. Line colander or strainer with cheesecloth. Put cheese in colander and refrigerate overnight. Combine brandy with cherries and cherry juice and bring to a boil. Remove from heat, cover and cool for 30 minutes. Chill. Whip cream with salt until stiff. Stir cottage cheese with a fork and add whipped cream. Stir lightly until mixed. Serve with brandied cherries. Serves 6.

SWISS CHEESE TARTS

- | | |
|------------------------------|-----------------------------|
| ½ pound Swiss cheese, grated | ⅛ teaspoon dry mustard |
| ¼ cup grated onion | Cayenne pepper |
| 2 tablespoons butter | 1 teaspoon salt |
| 3 eggs | Freshly ground black pepper |
| 1½ cups light cream | 1 recipe of pie crust |

Roll pie crust ⅛ inch thick. Fit pie crust into 24 two-inch tart pans. Sauté onion in butter. Add to cheese and toss to mix well. Beat eggs until foamy. Beat in cream, mustard, a few grains of cayenne pepper, the salt and black pepper. Stir egg mixture into cheese mixture and pour into tart shells. Bake at 400° for 20 minutes or until golden brown. Serve hot or cold.

CAMEMBERT ALMOND BALLS

- | | |
|------------------------------|------------------------------|
| 8 ounces Camembert cheese | ½ cup sweet butter, softened |
| 1 cup salted almonds, ground | Toasted crackers |
| 1 cup dry white wine | |

Place whole cheese in bowl, pour wine over it and let stand at room temperature overnight or for at least 8 hours, turning cheese once or twice. Drain and discard liquid. Press cheese through a coarse sieve or food mill and blend in softened butter. Chill for at least 3 hours. Shape cheese into about 24 small balls. Roll balls in ground almonds. Serve with toasted crackers.



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A big part of the enjoyment of driving new-type concrete is the special sense of security you have. That solid, skid-resisting surface under you gives a feeling of confidence, whatever the weather. There's concrete's light color, too, that lets you see and be seen far better at night.

And no waves and dips to keep you "fighting the wheel." New-type concrete is so *flat* your car seems

to drive itself. In fact, no other pavement can be laid so flat! Specially designed subbases *keep* it that way—an expected 50 years and more. Then there's "air entrainment." This ingenious process puts billions of microscopic bubbles into the concrete to prevent any roughening from freezing and de-icers.

Every ride is smooth . . . and *quiet*. No thumps. New-type concrete is *sound-conditioned*. This is continuous-laid pavement with only tiny, sawed-in cushion spaces. You can't *hear* or *feel* them.

Your tax dollar goes farther with concrete, too. First cost is moderate and maintenance cost will be low—up to 60% lower than for asphalt. You can see why new-type concrete is the preferred pavement for the new 41,000-mile Interstate System.

PORTLAND CEMENT ASSOCIATION

A national organization to improve and extend the uses of concrete.

Don't
Smarter,
right



Look for this nearby Goodyear dealer sign for better tire values . . . better tire care . . . convenient credit terms.

TUBELESS  3-T CUSTOM
SUPER-CUSHION

GOO

MORE PEOPLE RIDE ON

miss the wonderful new 59's sturdier, safer... down to the new tires!

THEY'RE great cars . . . all of them. Sleek and daring, yet rugged and dependable. There's a lot of "love at first sight" here . . . and a lot you'll appreciate more and more as the miles pile up.

Yes, they're smarter and safer, right down to the remarkable new, improved 3-T cord in their Goodyear tires. And here are the important reasons why so many of the new cars are equipped with Goodyear tires . . .

EXCLUSIVE! Goodyear's new, improved 3-T cord is *triple-tempered* under precise conditions of Tension, Temperature, and Time. Cord is one of the costliest parts of a tire and Goodyear brings you the best.

EXCLUSIVE! Goodyear brings you superior tires with the toughest, longest-wearing tread rubber known to modern science.

EXCLUSIVE! Goodyear gives you Twin-Grip, a safe, dependable tread design with *two* fully independent treads to give you quicker stops and safer starts. *An extra margin of safety.*

EXCLUSIVE! Goodyear sidewalls are specially treated to guard against cracking and weather checking. White sidewalls stay lastingly smooth and white.

EXCLUSIVE! Goodyear's Grip-Seal tubeless construction and the 3-T Process keep air pressure in its place. When it comes to holding air, no other tire compares.

Ask for 3-T Goodyear tires when you buy your new car . . . you will be glad you did. Goodyear, Akron 16, Ohio.

Made with new improved
Three-T Tyrex cord.



Super-Cushion, T. M., The Goodyear
Tire & Rubber Company, Akron, Ohio.

GOODYEAR

GOODYEAR TIRES THAN ON ANY OTHER KIND!

ONCE
IN A
BLUE
MOON



Rare is the whiskey of such character and savor that it unfailingly offers complete and perfect pleasure. And if this triumph won't quite change the stars in their courses or shade a gold moon blue, at least it can win more advocates than any other whiskey in the world's history.

It can . . . and *did*. Its name is 7 Crown.

Say **Seagram's** and be **Sure**
OF THE FIRST AND FINEST AMERICAN WHISKEY



BLENDING WHISKEY. 86 PROOF. 65% GRAIN NEUTRAL SPIRITS. SEAGRAM-DISTILLERS COMPANY, NEW YORK CITY.



46-STAR U.S. FLAGS, THE SWISS WHITE CROSS AND THE BLUE AND WHITE STRIPES OF LUCERNE FLY TOGETHER FROM THE FRONT OF THE SCHWEIZERHOF HOTEL

STARRY BUSINESS, SWISS STYLE

George Strickling, an Ohioan touring Switzerland, stopped first in patriotic pleasure and then in surprise at seeing the Lucerne hotel decked with the American flag. There was something odd about the arrangement of the stars and he wondered momentarily whether the Swiss had got the jump on the U.S. by adding a 49th. A quick count revealed that the flags did not have 49 stars. They didn't even have 48.

Strickling took the picture, then investigated. The hotel

manager said that Lucerne hotels often display American flags on U.S. holidays and whenever a U.S. convention is in town. Yes, the manager knew they were outdated (the U.S. had 46-star flags between 1908 and 1912). But, he said, they were likely to be a lot more out of date before he disposed of them. "You see," he said, "my family has been operating this hotel since 1861 and for tradition's sake we keep using flags as long as they last. As you see, these are still in perfect condition."

Mennen presents a "Swaddling Powder" as new as your baby...



In blue, pink, yellow or white.

Once upon a time . . . mothers swaddled their new-born babies in soft silks and linens. Today—you can wrap your baby in even greater luxury *and* in the newest protection of New Mennen Baby Powder.

New formula—special ingredients swaddle your baby in "wetproof" protection to stop infection the way no other talc can!

Here's the modern fragrant powder-protection that stops diaper rash . . . stops diaper odor and chafing. In the Mennen Baby Powder formula—there are special ingredients that actually repel

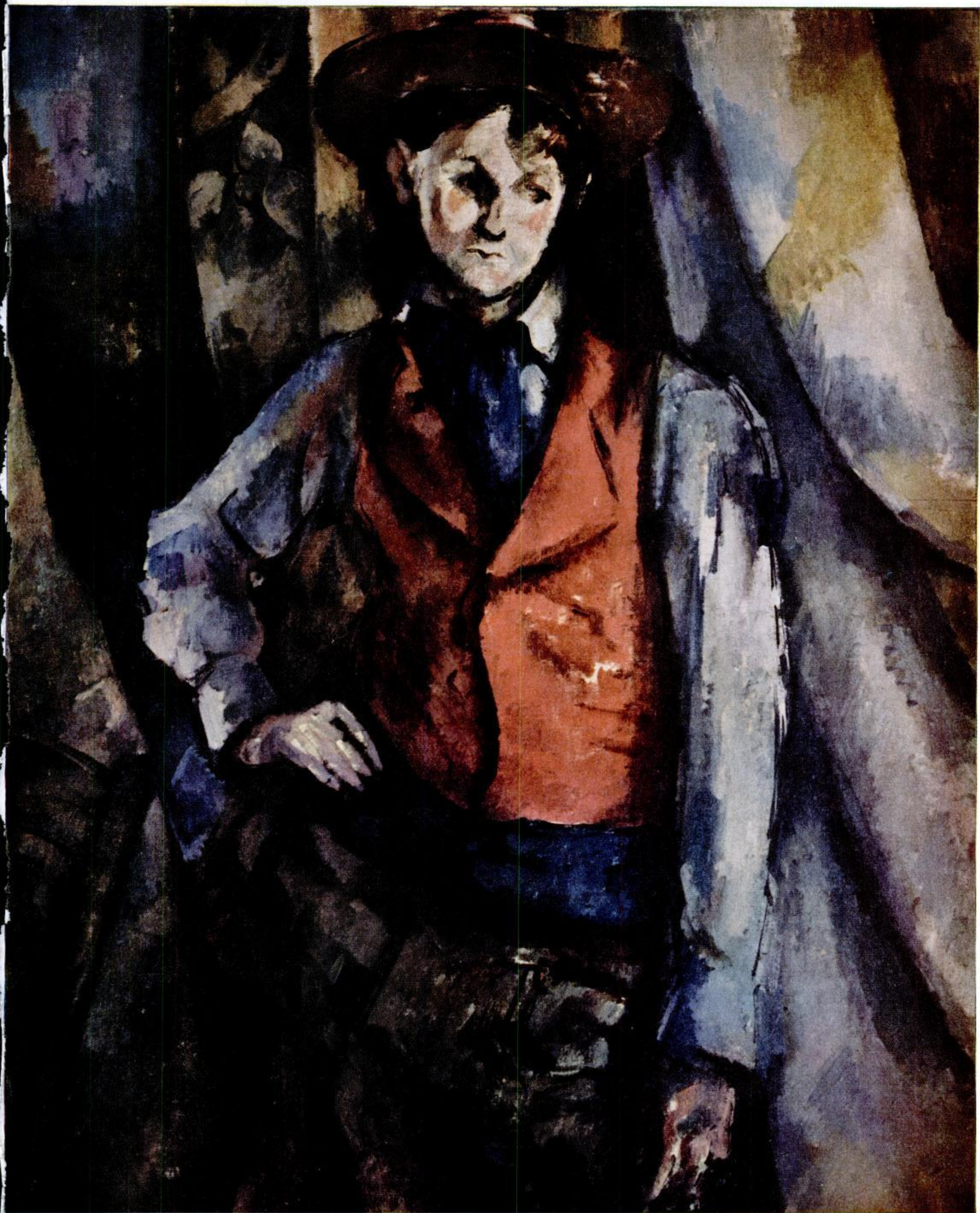
bacteria-carrying wetness. The powder "wet-proofs" baby against common diaper infections.

New Mennen Baby Powder is approved by leading pediatricians. Never cakes in tight creases or folds, clings longer for longer protection. Ask your doctor about it before your baby comes home. 59¢ and 33¢, tax free.

for babies...it's **Mennen**

FREE—Look for this travel-size Q-Tips package with every purchase of New Mennen Baby Powder, 59¢ size.





\$616,000

Peak-priced painting, Cézanne's *Boy in a Red Vest* was bought by Georges Keller, New York dealer, presumably for Paul Mellon whose father Andrew

founded National Gallery in Washington. In 1955 a similar Cézanne was bought for \$200,000 by David Rockefeller who gave it to Museum of Modern Art.

CONTINUED



\$369,600

Second highest priced canvas was Van Gogh's *Public Garden at Arles*, bought by Rosenberg and Stiebel of New York. Painted in 1888, it was sold to Goldschmidt about 30 years ago for around \$15,000.

\$316,400

Manet's *Rue de Berne*, a flag-decked Paris street scene of 1878, was sold to Keller, who copped the top Cézanne. In 1931 Goldschmidt bought it for \$64,000, the highest price he ever paid for a painting.





\$249,200

Like the Cézanne boy and the Manet street scene, this Manet portrait of Madame Gamby was bought by Georges Keller, also presumably for Paul Mellon. Twenty-five years ago the portrait, painted in 1879, was purchased by Goldschmidt in London for about \$35,000.



\$201,600

Thought, painted by Renoir in 1876, went to Edward Speelman, a London dealer. The other two paintings in the auction were bought for Knoedler, New York dealers: a Cézanne still life of apples which brought \$252,000, and a Manet portrait which brought \$182,000.

CONTINUED



Available in Ontario and Quebec Provinces.

"Part of the secret is imported Dutch cocoa"

says Elsie, the Borden Cow

You can tell at first taste that there's something special about this chocolate ice cream. It's made with cocoa imported from Holland... for flavor that's rich and true.

And then you'll discover another part of its secret...crunchy, butter-toasted almonds—in every creamy spoonful.

This is *the* ice cream flavor of the month. Don't miss it. Get Borden's Dutch Chocolate Almond Ice Cream in half gallons or pint cartons where you see the Borden's Ice Cream sign.

If it's Borden's, it's got to be good!



Borden's
Milk • Fine Cheeses
Ice Cream • Starlac



See Borden's TV show, "Fury" over NBC.

© 1958, The Borden Co.

your mouth feels clean
because it is clean

...Lavoris-clean

Look for our new package the next time you shop

ART AUCTION CONTINUED



BIGGEST BUYER was Georges Keller (wearing light-rimmed glasses) who maintained sober mien as he bought more than \$1 million worth of art. On his left is St. Louis publisher and collector Joseph Pulitzer Jr., who did not bid.



HAPPY SELLERS of the art are Jacob Goldschmidt's son, A. Erwin, and his wife Madge. Erwin had refused a presale offer of \$1.6 million for the seven paintings, grossed a half million dollars more by selling them at auction.



The full of sun, full of fun Station Wagon

A Volkswagen DeLuxe Station Wagon, to be sure! It's the growing American family's pride and joy — roomy as can be — and carefree as the whole outdoors with sliding sun-roof, skylights and big picture windows. And with all this fun . . . Volkswagen quality, Volkswagen dependability, Volkswagen economy.



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illustrated brochure, write
P. O. Box 2501, New York 17, N. Y.

Famous VW Service and Genuine VW Spare Parts available in all 49 states

VOLKSWAGEN

Full winter comfort for your family...



Above: Full Fiberglas Insulation. In the room: Fiberglas draperies, Fiberglas reinforced TV, paneling and furniture.

Look for
this sign
when you shop
for a new
home



FULLY INSULATED with **FIBERGLAS**

Full **HOUSEPOWER** for Electrical Living
Today and Tomorrow

In your new home... insist on Full Insulation

Did you know that proper insulation can save up to 40% on your winter heating and summer cooling bills? That makes Full Insulation just about the wisest investment you can make in any home.

Full Insulation is an essential of the Comfort-Conditioned Homes now going up all over America. These are the new homes with the latest advances in comfort, convenience and economy . . . presented by leading builders in your neighborhood. Be sure to visit the Comfort-Conditioned model homes near you.

You can also have the advantages of Full Insulation in your present home. A Fiberglas Approved Insulation Contractor has the equipment to do a thoroughly good job at low cost. Look him up in the yellow pages of your telephone directory.

with Full-Thickness **Fiberglas** Insulation



Above: Installing Fiberglas Foil-Faced Insulation (3" thick). **On window:** Fiberglas reinforced window shade.

In your present home...install Full Insulation

Or, if you choose to do-it-yourself, your local building supply dealer will help you choose the right type of Fiberglas* Insulation and give you helpful tips on installing it.

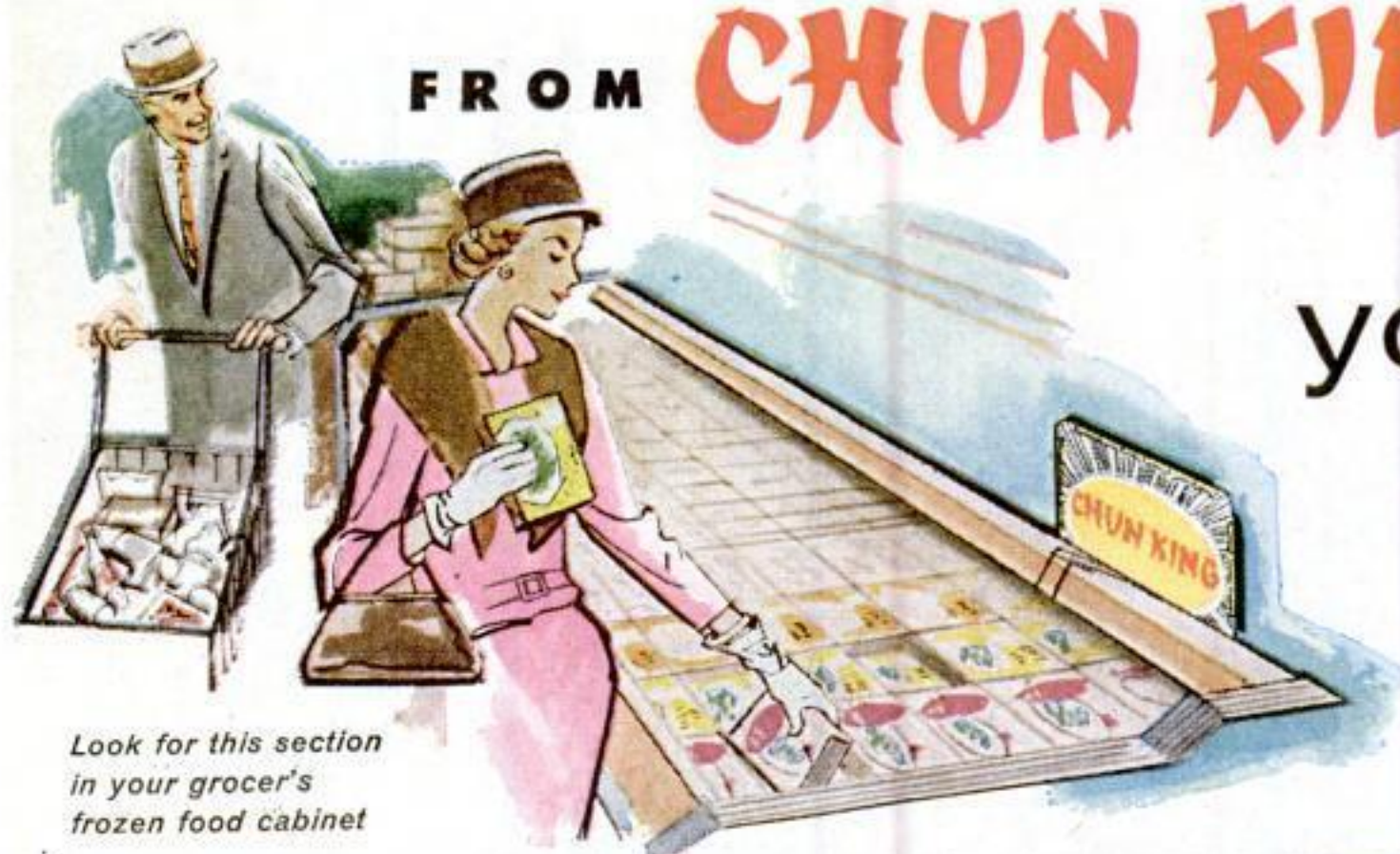
Full Insulation pays for itself, and then some. In 126 test homes, it saved an average of \$58 per year on heating and air conditioning operating costs. With Full Fiberglas Insulation, you'll have a comfortable home that's economical to heat... a modern home that's ready for air conditioning on a budget... an up-to-date home that will be worth more when you sell it. To get the complete story on the savings of Full Insulation, write: Owens-Corning Fiberglas Corporation, National Bank Bldg., Dept. 10K-10, Toledo 1, Ohio.

Fiberglas Insulations are distributed nationally under the labels of: Armstrong Cork Co.; Certain-Teed Products Corp.; The Flintkote Company; Insulite Div., Minnesota and Ontario Paper Co.; Tiger Brands, Div. of Basic Incorporated; and The Ruberoid Company.

OWENS-CORNING
FIBERGLAS

T.M. REG. U.S. PAT. OFF.

*T.M. (Reg. U.S. Pat. Off.) O-C.F. Corp.



Look for this section
in your grocer's
frozen food cabinet

FROM **CHUN KING'S** FROZEN FOOD BAZAAR...

you come up with meals
as excitingly different
as this



Picture this 'glamorous' meal on your table! Chicken Chow Mein (comes in a two-serving package), Fried Rice, Cantonese Shrimp Egg Rolls. Tonight?

Also available in Canada



There's also
Sweet and Sour Pork
Complete
Cantonese Dinner
Beef Chop Suey
Fruit Rolls

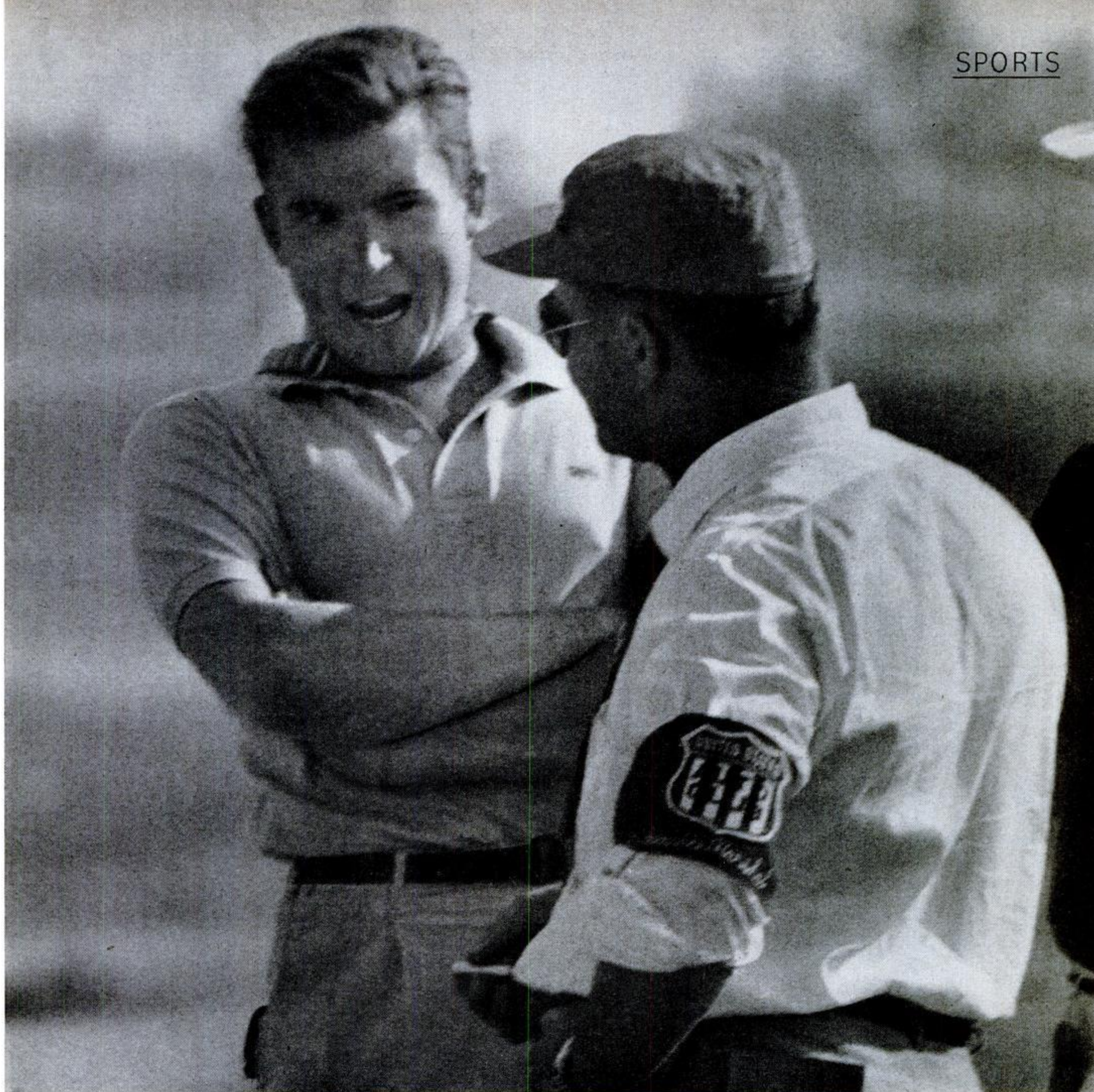
You can do it!... Canton-easy®... You can discover all sorts of ways to make meals sparkle, your meal-planning fresh and new. The place to look is your grocer's frozen food cabinet... the label to look for is *Chun King!* You'll find a surprising variety of superb foods: Chicken Chow Mein, Egg Foo Young, Shrimp Chow Mein, Cantonese Shrimp Egg Rolls. And many more... prepared by Chun King with the skill it takes to make them as delicious as the foods served in fine Cantonese restaurants.

And here's *your* secret! You just heat them up and they're ready. Have yourself some fun... and something *really* different for dinner. Look into that frozen food cabinet today for Chun King Frozen Foods.

CHUN KING

The Royalty of American-Oriental Foods®... Canned and Frozen

®Trademark reg. by Chun King Sales, Inc.

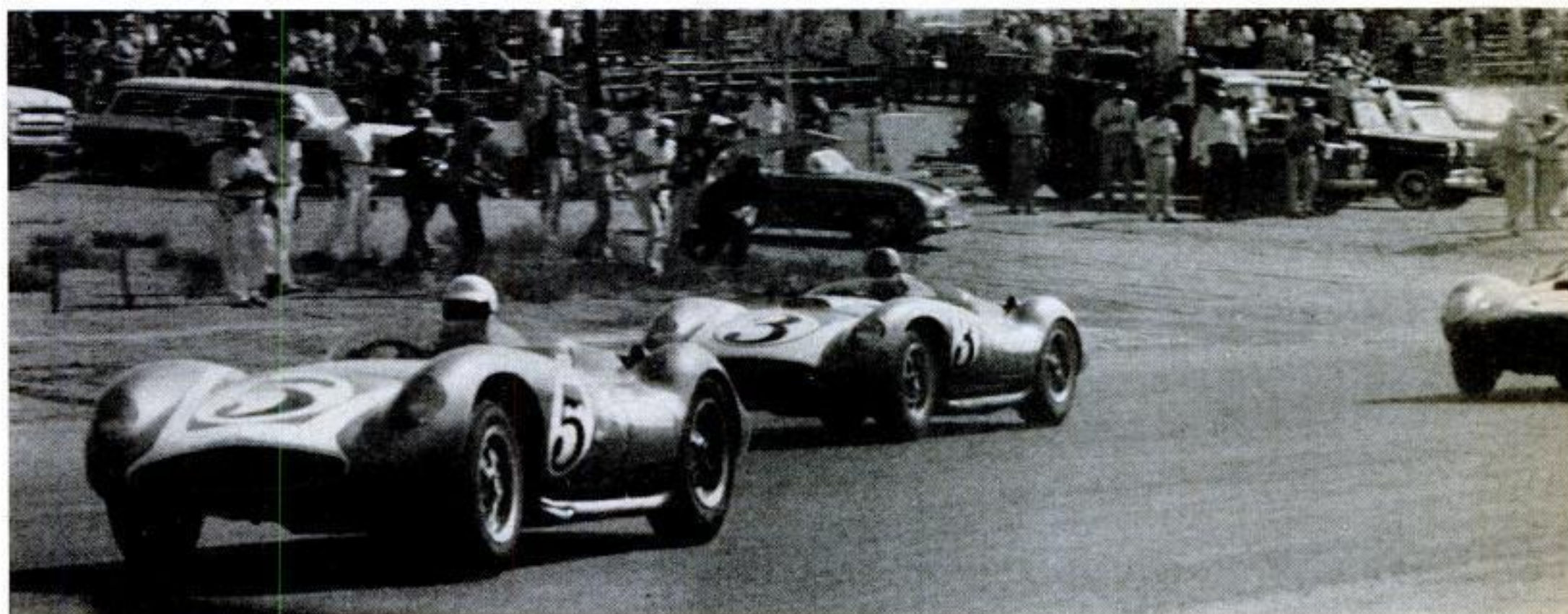


SEETHING LANCE REVENTLOW SOUNDS OFF AT AN OFFICIAL AFTER HIS SCARAB CAR WAS DISQUALIFIED ON A TECHNICALITY IN RIVERSIDE, CALIF. RACE

LANCE AND HIS HOT AUTOS

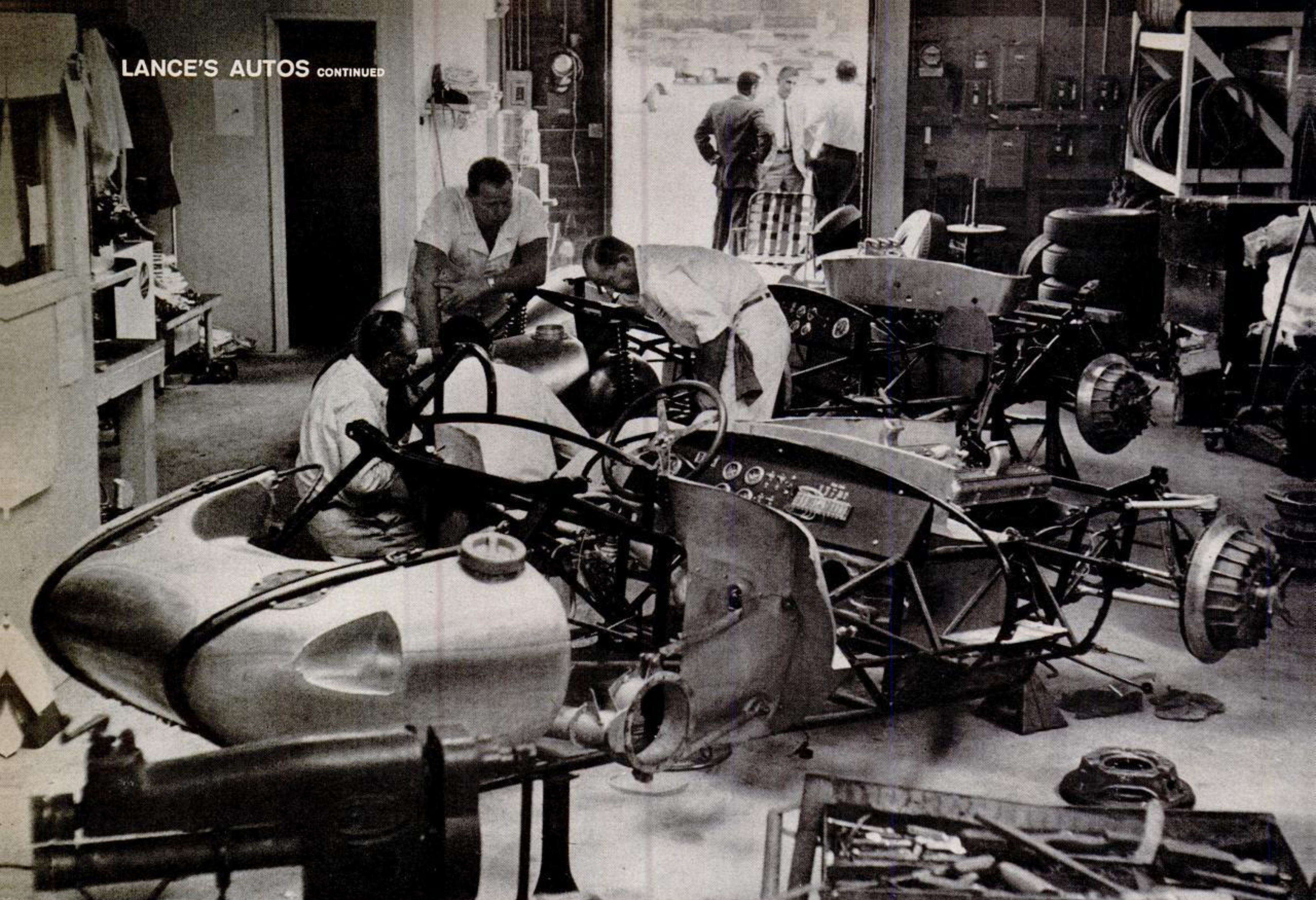
"I guess you might say I'm a playboy," says Lance Reventlow, 22, a quick-tempered young man (*above*) who will some day inherit a five-and-dime-store fortune from his mother, Barbara Hutton. His playing is done mostly at the wheel of a fast car. Spurning college to learn race driving, he bought the hottest cars he could find and lied about his age to get into races. A year ago his obsession led him into what looked to be a fool's mission.

Hiring 14 experts, he set up shop in Los Angeles and set out to make an American sports car that would outrace Europe's best. The result was the Scarab (*right*). In race after race this year, with Reventlow and two teammates driving, the new Scarabs surprised everyone by consistently beating the vaunted Ferraris and Maseratis. Now Reventlow Automobiles, Inc. will take orders for Scarabs. Price: \$30,000.

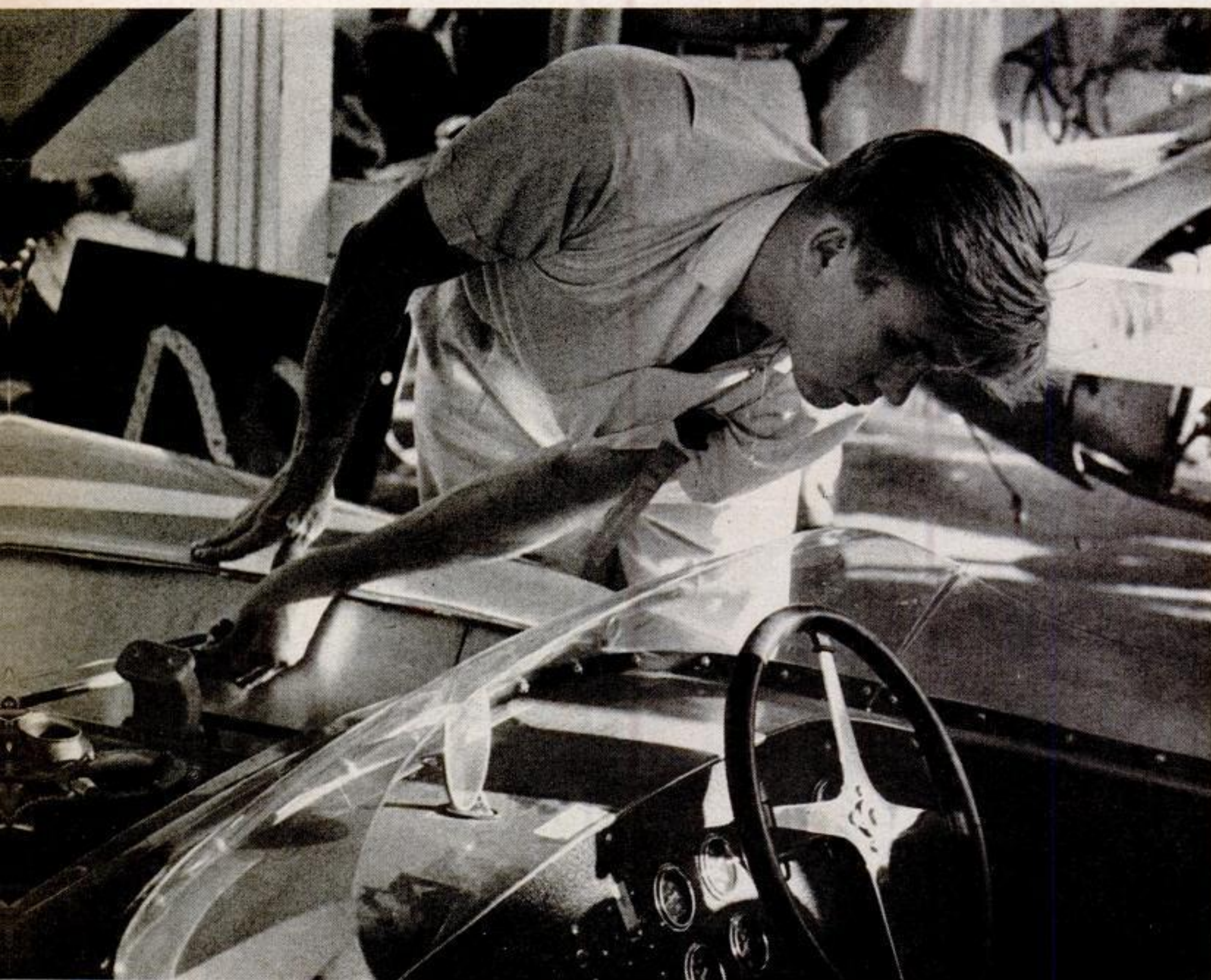


SCARABS IN LEAD set fast early pace at Riverside with Chuck Daigh (driving No. 5) and Reventlow

(No. 3) showing the way to a Ferrari. Reventlow was disqualified before finish but Daigh won race.



ON EVE OF RACE REVENTLOW'S "FACTORY TEAM" BEGINS ALL-NIGHT JOB OF REASSEMBLING TWO SCARABS AFTER A METICULOUS CHECKING OF EACH PART



TUNING UP for race at Meadowdale (Ill.), Reventlow checks the throttle. Scarabs finished one-two.

LETTING GO after a Scarab victory, elated Reventlow swings heavy jack aloft in a gesture of triumph. →

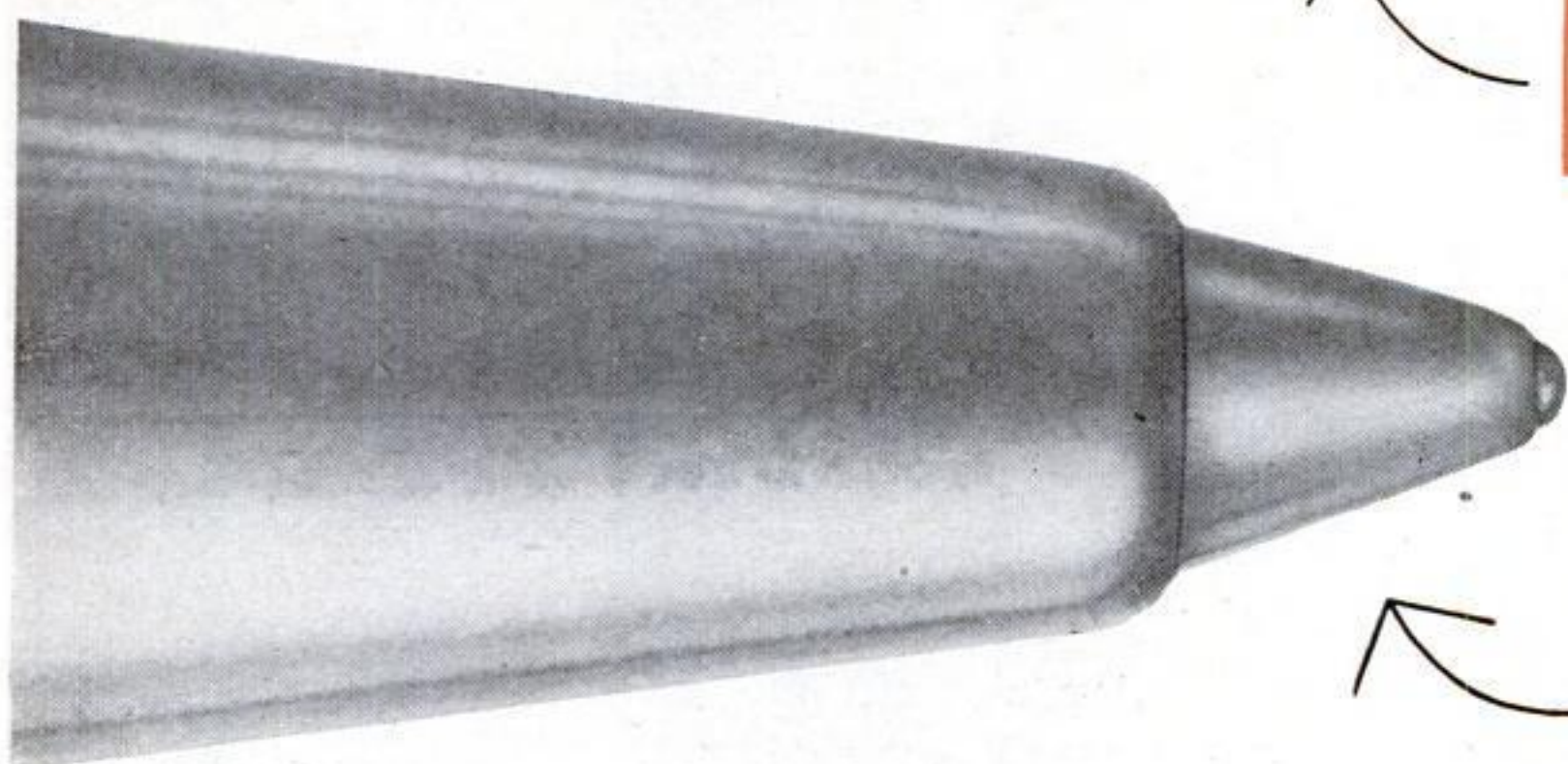


AT LAST...ALL THREE IN ONE BALL POINT



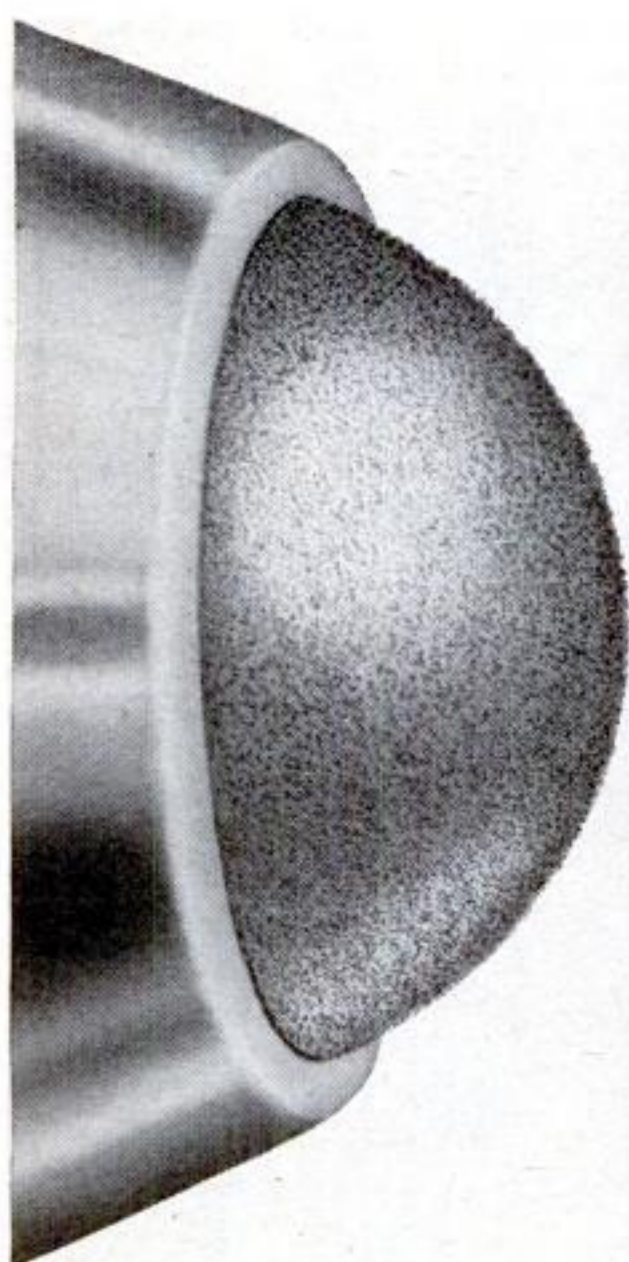
1 Unique comfort grip reduces fatigue.

Only bold, new Scribe has it! New functional grip designed for Esterbrook by top designer Henry Dreyfuss fits your fingers *naturally*.



2

Exclusive "Micro-fit" tip for quick starts, smooth ink flow. High-precision machines, first imported from Switzerland by Esterbrook, seat ball more accurately than ever before possible. This means dependable performance for every Scribe made.



3

"Super-Tex"™ ball won't skip on any writing surface, because it's textured. Thousands of tiny "treads" grip the paper, stop skidding and smearing—even on such slippery surfaces as glossy photographs, slick papers, cellophane and glass. Writes right over finger-grease, too!



Hundreds of exhaustive tests were made by Esterbrook and an independent research group. The combination of "Micro-fit" tip and textured ball was found best for fast starting and all-surface writing. SCRIBE HAS BOTH!

And, Esterbrook Scribe has distinctive beauty all its own. You'll admire its smart, modern

taper. Its *new* writing ease and comfort!

Top capacity! Scribe's king-sized refill writes 5 times longer than ordinary refills, yet replacements cost only 79¢. Choose among six handsome colors. Two ball point sizes—fine or medium.

Get your Scribe today! It's available now at stationery, drug and department stores.

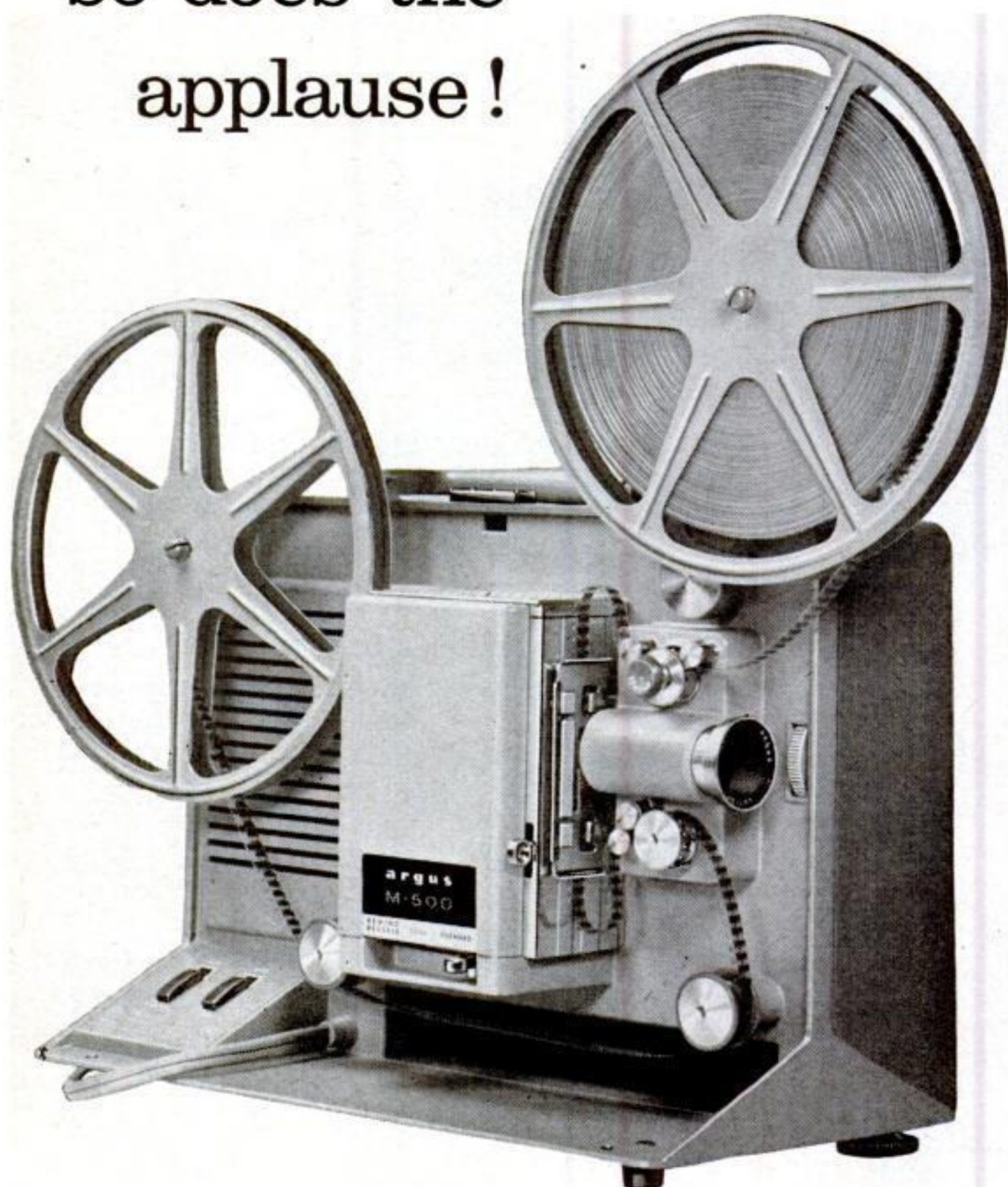
Don't pay more for only one... SCRIBE has all three! Only **\$1.69**

The all-new SCRIBE* by Esterbrook®

Available in Canada at slightly higher prices.

*T.M. of The Esterbrook Pen Co.

From now on...
home movies last
twice as long...and
so does the
applause!



You're looking at the biggest advance in home entertainment (in the smallest package) since the stereopticon!

It's the new Argus M-500 Movie Projector... the neatest, brightest, easiest-showing 8mm movie projector that ever came down the pike.

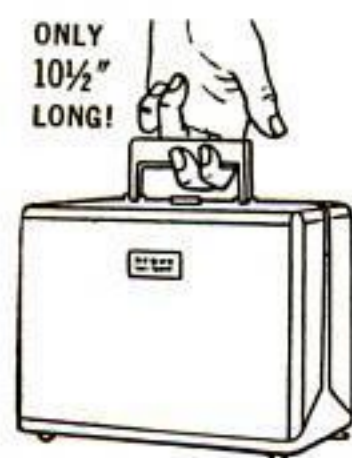
Take reel capacity for instance. This one shows 400 feet—twice as much as *ordinary* projectors—for 30 uninterrupted minutes of fun.

Or brightness. A new *kind* of projection lamp in this one puts 500-watt brilliance on your screen... brings out twice the beauty... gets you twice the applause. Yet the lamp runs so cool there's no need for bulky, noisy blowers. The whole thing's only 8¼ inches high!

Loading? Literally a snap. And with a single lever you can show movies, run them backwards and show "stills".

Does all this sound good and expensive to you? Good, yes, but not a bit expensive. Just \$89.95 (or \$9.00 down) at any Argus dealer's

Tell the man you want a



new
argus *M-500*
movie projector

Argus Cameras, Ann Arbor, Michigan Division of Sylvania Electric Products, Inc.
ANOTHER FINE SYLVANIA PRODUCT

LANCE'S AUTOS CONTINUED



PRETTY GIRL FRIEND Carolyn Green, 19, shares in post-race gaiety as Reventlow jokes with Mrs. Warren Olson (*foreground*), wife of team manager.

A GLAMOROUS GRIND

Lance Reventlow, whose father, Count Haugwitz-Reventlow, was Barbara Hutton's second husband, last year got a \$425,000 Beverly Hills mansion from his mother. But he does not allow money to interfere with austere training. To stay in shape for driving he watches his diet, drinks sparingly, gets 11 hours' sleep a night. When Reventlow shows up for a race, well rested and raring to go, he assumes his Scarabs are raring to go also and gets very mad at his men if something goes wrong.

As one of the world's most eligible bachelors, Reventlow is accompanied at most races by a variety of beautiful girls, usually Hollywood starlets. But his dates invariably take a back seat to his present love: automobiles. Intensely proud of his ability as a racing driver, Reventlow decided last month to turn professional. It makes him feel that he is coming along as a driver. "It's not that I need the money," he says.



WINNING TEAMMATE Chuck Daigh joins TV actress Lee Phillip and Reventlow (*right*) after Meadowdale victory. Said Lance, "It was his turn to win."

The Champagne of Bottle Beer



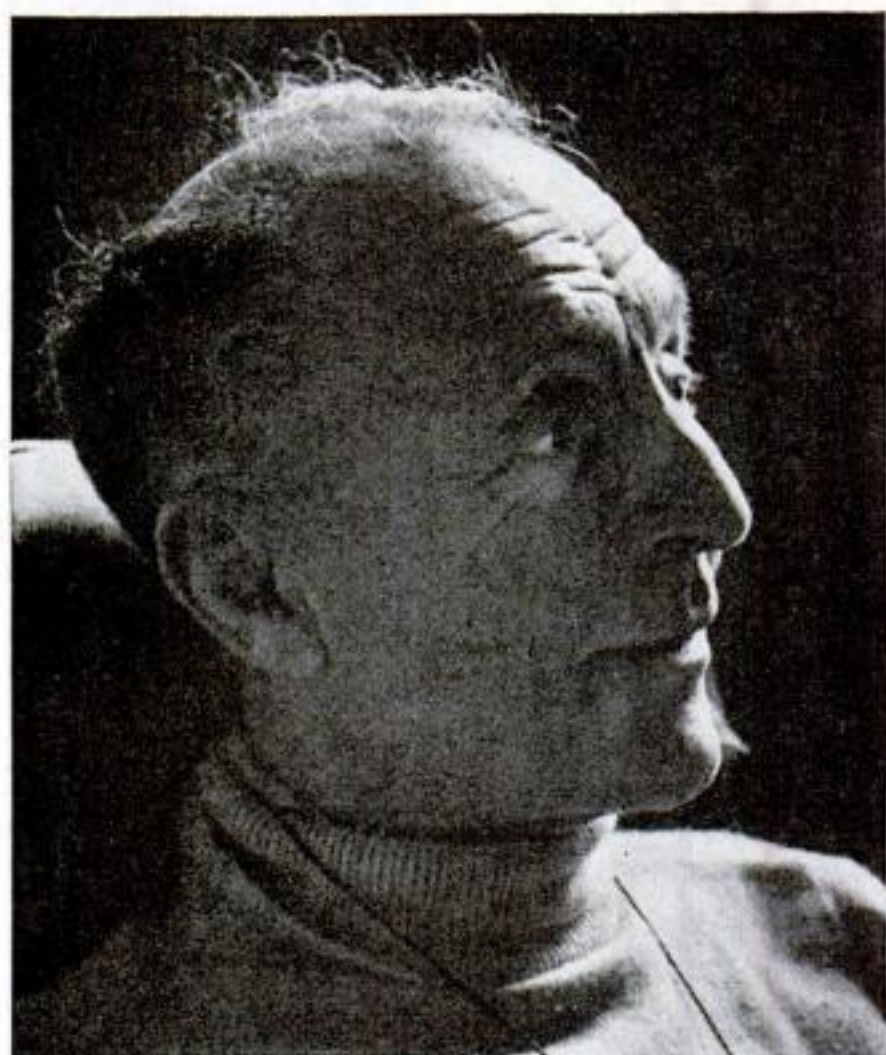
Distinctive in Taste . . .

ACCEPTED AND APPRECIATED
BY THOSE WHO DEMAND AND
EXPECT THE VERY BEST.



© Miller Brewing Co., Milwaukee, Wis.

MOVIES



LATE JOYCE CARY, CREATOR OF GULLEY JIMSON

A VERY IMPROPER PAINTER

**Guinness adds art to uproar
as hero of 'Horse's Mouth'**

The Horse's Mouth, by the late British novelist Joyce Cary, is a story about dirty Gulley Jimson, an elderly artist with a touch of genius who lives in a shabby houseboat and is suffused with a howling disrespect for the respectable. He is always being thrown into jail for bedeviling a wealthy art collector who will not pay twice over for Jimson's pictures. His troubles with women are prodigious, and the ever-present lack of wide and empty walls on which to paint furious dreams of grotesque feet is distressing. But Jimson arises superbly over all. In his finest hour he takes possession of a vacationing patron's apartment without permission and paints a gigantic, totally unsolicited masterpiece on the living room wall.

Now United Artists has brought Gulley to the screen with Alec Guinness playing Gulley in front of Artist John Bratby's paintings. The result is a movie that has its slow moments but becomes funnier and warmer as it goes along and in the end leaves viewers laughter-happy and loving Gulley—and awfully glad they never knew the impudent likes of him.

MEDITATING ON MURAL, Jimson stands before his painting full of grotesque shapes—hands, feet, torsos and a tiger—and dreams up new ideas.

CONTINUED



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Naturally from
KRAFT

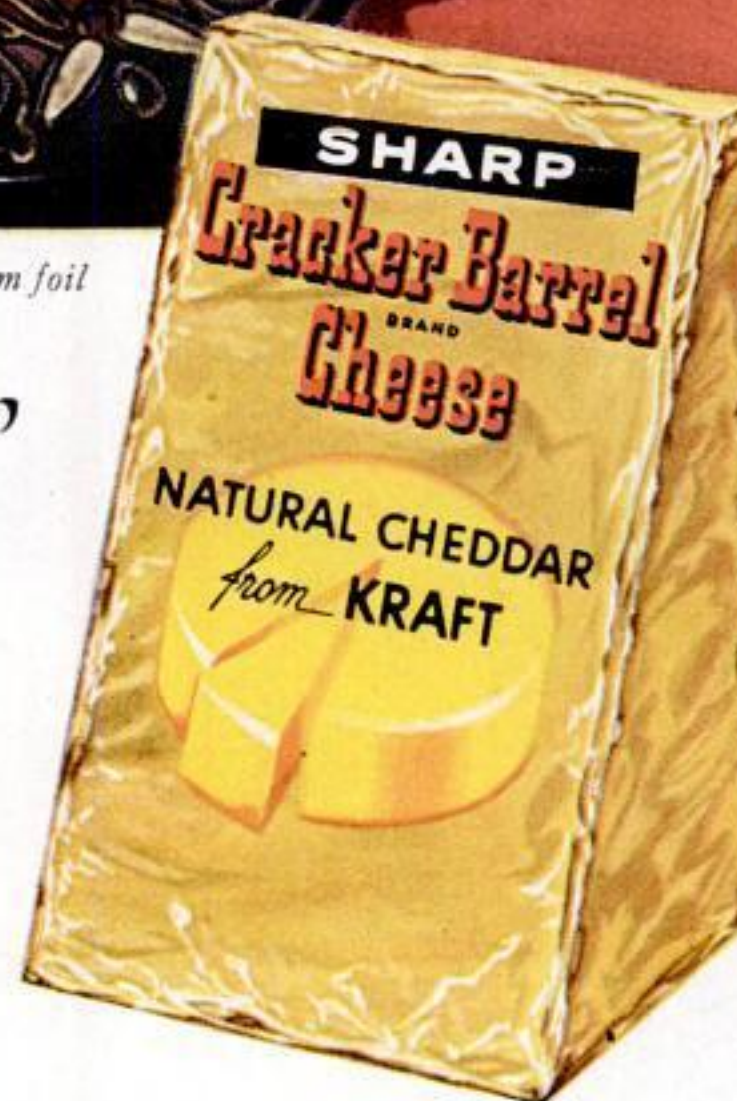


Kraft protects the flavor in double-strength aluminum foil

The greatest of “old-time pie cheese”

Want to put a real old-time, “made by Mother” touch on your next pie? Serve it with plenty of Cracker Barrel brand natural cheddar—the kind of cheese your great grandmother had cut from the big wheel at the crossroads store. Cracker Barrel is

such truly great cheddar Kraft wraps the wedges in double-strength aluminum foil to bring you fresh-cut goodness in every morsel. Just you taste this finest of natural cheddars from Kraft Master Cheesemakers—in Extra Sharp or Sharp or Mellow.



CRACKER BARREL BRAND IS THE FINE NATURAL CHEDDAR FROM **KRAFT**

IMPROPER PAINTER CONTINUED

The trials of an artist

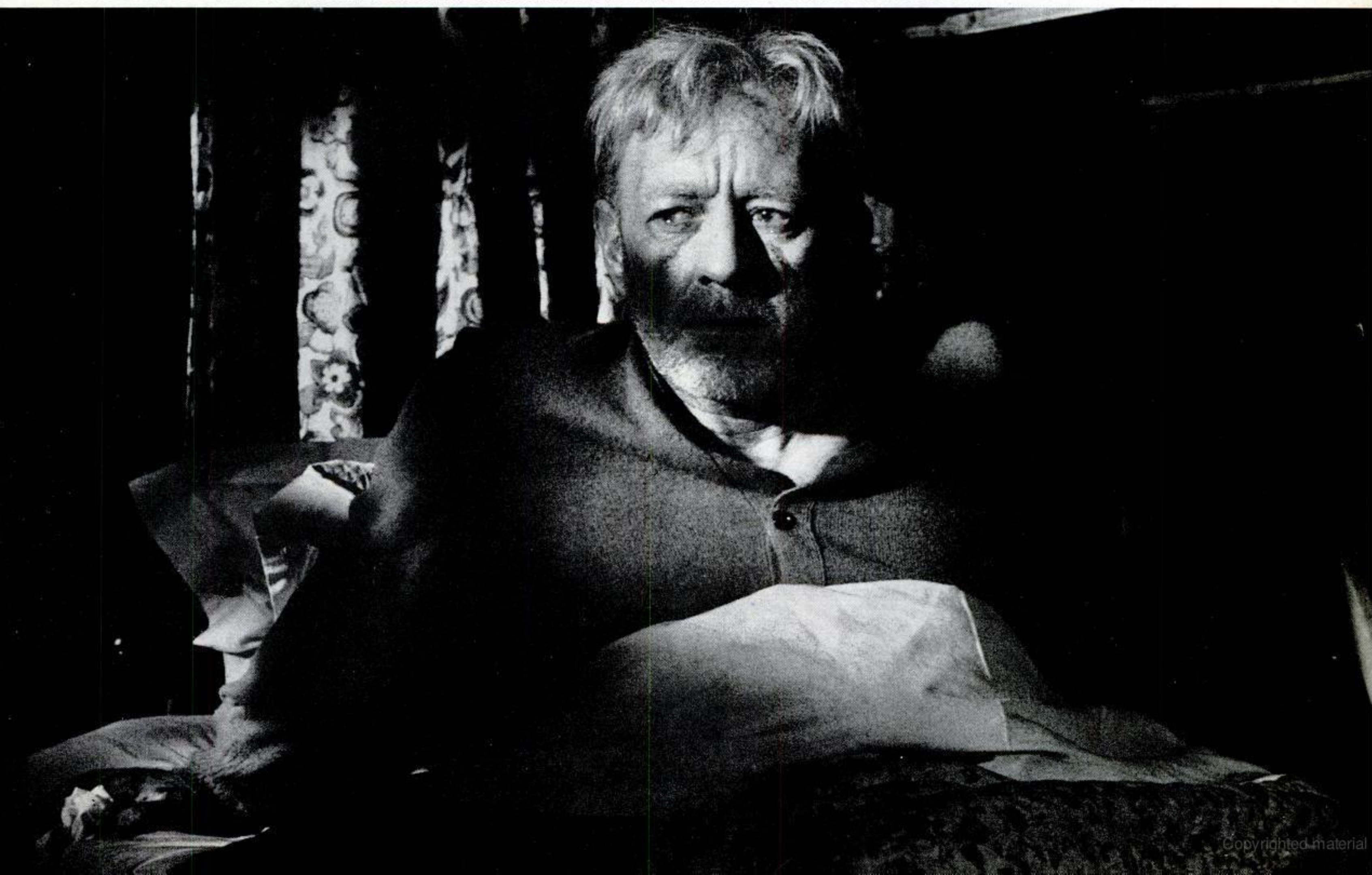


GULLY AT WORK paints the wall of apartment he has commandeered while waiting models play cards. He has pawned his patron's furnishings to buy paints.



A FANATIC FOR FEET Gully stares at the soles of a hard-walking Negro waiter. Into his mural, *The Raising of Lazarus*, he works more and more feet.

HOME IN BED, HIS GREAT MURAL DONE, GULLY HEARS THAT A MAN HE HAS BEEN FIGHTING BITTERLY FOR MORE THAN 40 YEARS HAS DIED—AND HE CRIES



Kellogg's Special K—the perfect protein partner for milk

PROTEIN!

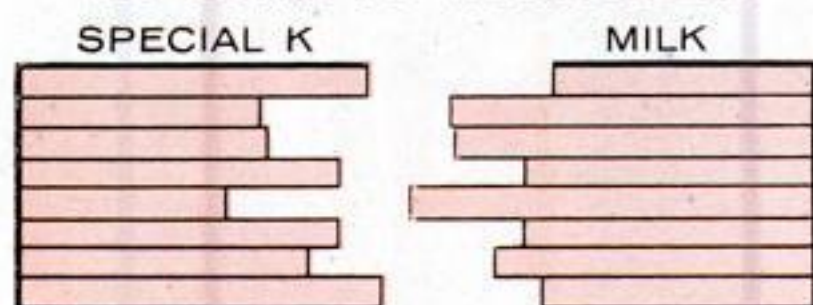


Active youngsters need twice as much protein per pound of body weight as parents. Special K provides a healthy share of their daily needs.



New Special K Handi-Pak. Eight personal-portion "individuals" in each Pak. Now at your grocer's.

SPECIAL K IS ESPECIALLY MADE TO TEAM UP WITH MILK



The chart shows how the eight (8) essential protein components of milk and Special K fit together to form a biologically complete protein—the kind that builds, maintains and repairs body tissues!

More high-quality protein in a serving with milk than in any other leading cereal—hot or cold!

First chance you get, take a look at the nutrition story on the back of the Special K package. Like the people in the picture, you'll find that a serving of Special K for breakfast gives you a good share of your daily protein needs.

For here is a high-protein food. No doubt about it, more protein than in any other leading cereal—hot or cold. So you can see, ready-to-eat Special K makes it easy to start your day with the kind of protein you need.

Another point you'll be interested in. Special K brings appetite appeal to your breakfast table. You know this is so because folks by the millions have it every morning. More than a flake, more than a puff, it comes in a form all its own.

The proof of all this is in the package. Special K.

Kellogg's OF BATTLE CREEK

© 1958 by Kellogg Company



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LINCOLN versus DOUGLAS

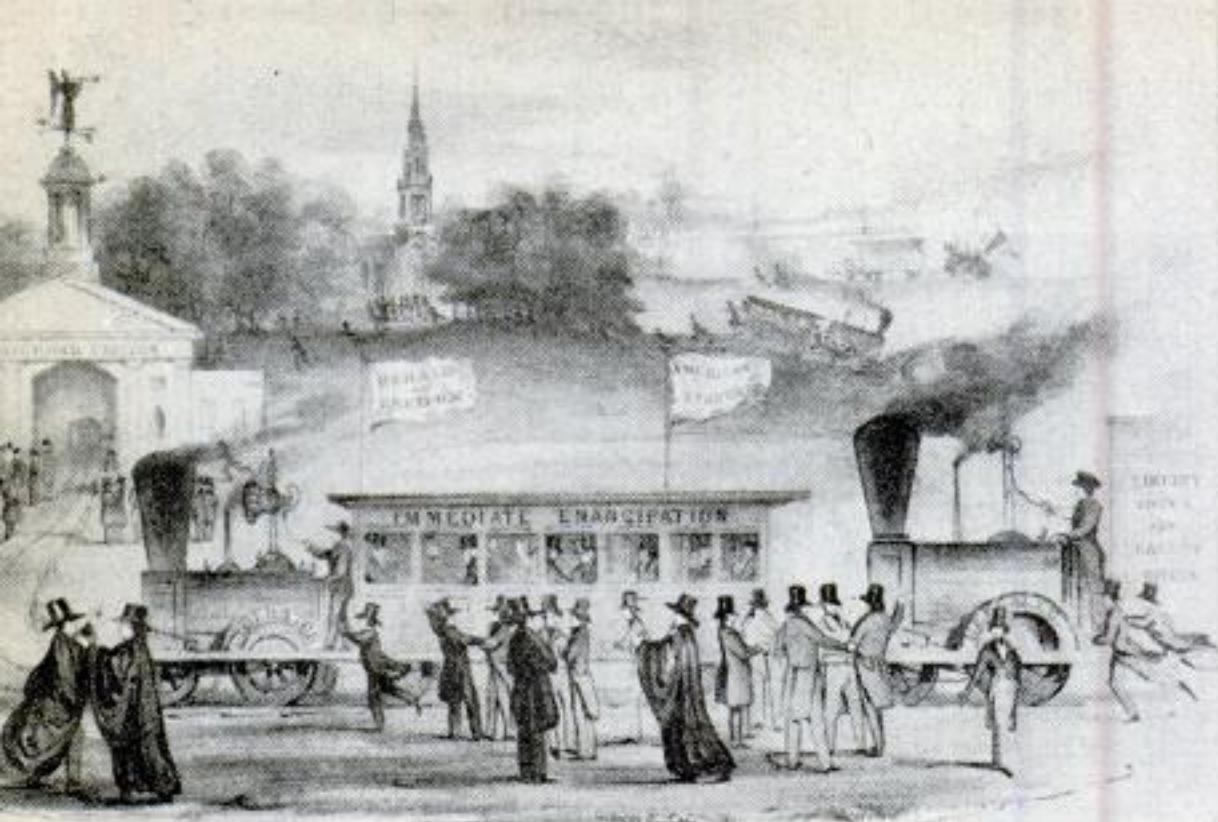


"LITTLE GIANT," Stephen A. Douglas, stood 5 feet 4. In 1858 he was 45, second-term U.S. senator, famous orator and legislator, and great national figure.



"TALL SUCKER," Abraham Lincoln, 49, got nickname from height—a foot taller than Douglas. He had served in Congress, was little known outside Illinois.

1858 Debate Is Recalled and Re-enacted TURN PAGE



ANTISLAVERY CARTOON on cover of an 1844 campaign tune shows freedom train safely arriving while proslavery trains (*background*) are derailed.



1850 COMPROMISE, here urged by Henry Clay before U.S. Senate, allowed territories of Utah and New Mexico to decide on slavery by popular vote.



"BORDER RUFFIANS," proslavery Missourians, cross over into Kansas, trying by use of their guns and votes to force it to become a slave state.



ATTACKING DOUGLAS, Lincoln puts discomfited opponent on spot in Freeport re-enactment. Debate was cut to 40 minutes from original three

hours, took place quarter of mile from original site. Lincoln was played by G. William Horsley, Douglas by S. Phil Hutchinson, both Springfield attorneys.

In memorable

Beneath the shrill political chorus which rose across the U.S. during this campaign, a stentorian flood of immortal oratory thundered out of Illinois. The ringing words were a century old, but the issue—the Negro and states rights—were remarkably timely. These were the questions argued by Abraham Lincoln and Stephen Douglas in their momentous debates of 1858. This year, on the centennial of that famous senatorial campaign, Illinois was re-enacting the debates in a statewide celebration.

In the seven towns where the original debates took place—Ottawa, Freeport, Jonesboro, Charleston, Galesburg, Quincy and Alton—citizens went all out to capture the excitement



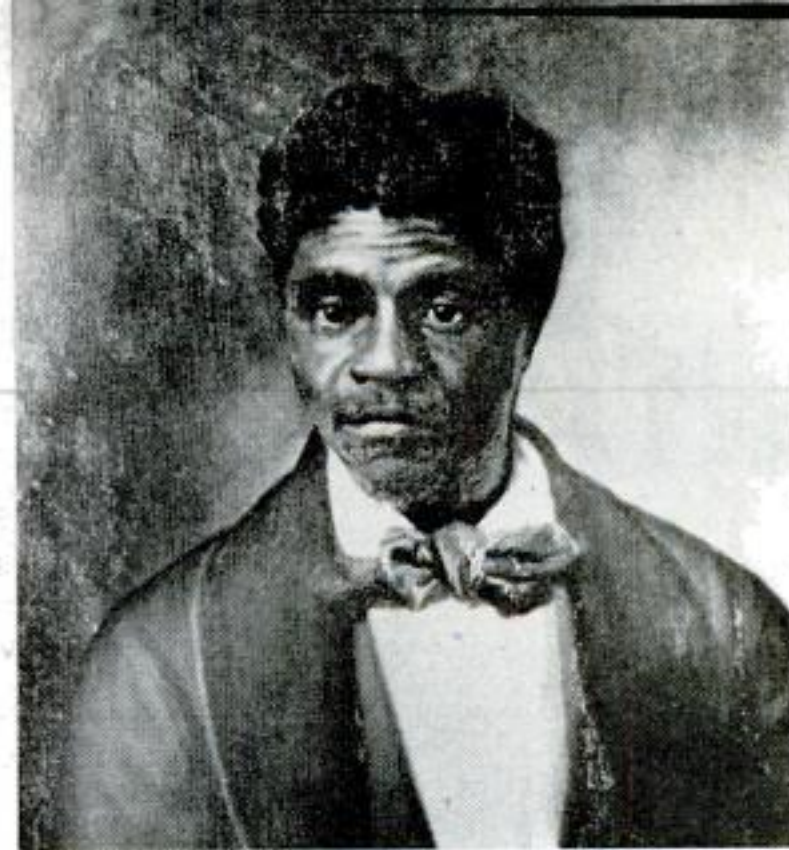
GALESBURG 1858 turned out for Lincoln. At Knox College his retinue was greeted by procession which was, according to his followers, "long enough



VIOLENCE IN SENATE arose when Representative Brooks of South Carolina caned Massachusetts' antislavery Senator Sumner.



BRAWL IN KANSAS in 1858 broke out among pro- and anti-slavery delegates attending a conference organized by the governor to find ways to bring peace to the bitterly divided state.



DRED SCOTT claimed freedom after living in free territory. But Supreme Court decided slaves remain slaves wherever they are.

speeches a clash of great men over national crisis

of the old campaign. They paraded in costume and listened with partisan passion to argumentative home-grown Lincolns and Douglasses.

The original campaign itself was one of the most exhausting in U.S. history. In 100 days Douglas traveled over 5,277 miles of primitive roads and made 130 speeches. Lincoln logged 4,350 miles and made 63 speeches. Toward the end of the campaign Douglas' face showed his exhaustion and his voice was failing. But Lincoln's curiously harsh tenor was clearer than ever and he had actually gained weight.

The basic issues of the debates were local versus federal authority, and the status of the Negro. They brought into focus the agonizing

moral question of slavery which insistently nagged the nation's conscience as new territories, moving to join the union, faced the choice of becoming slave states or free.

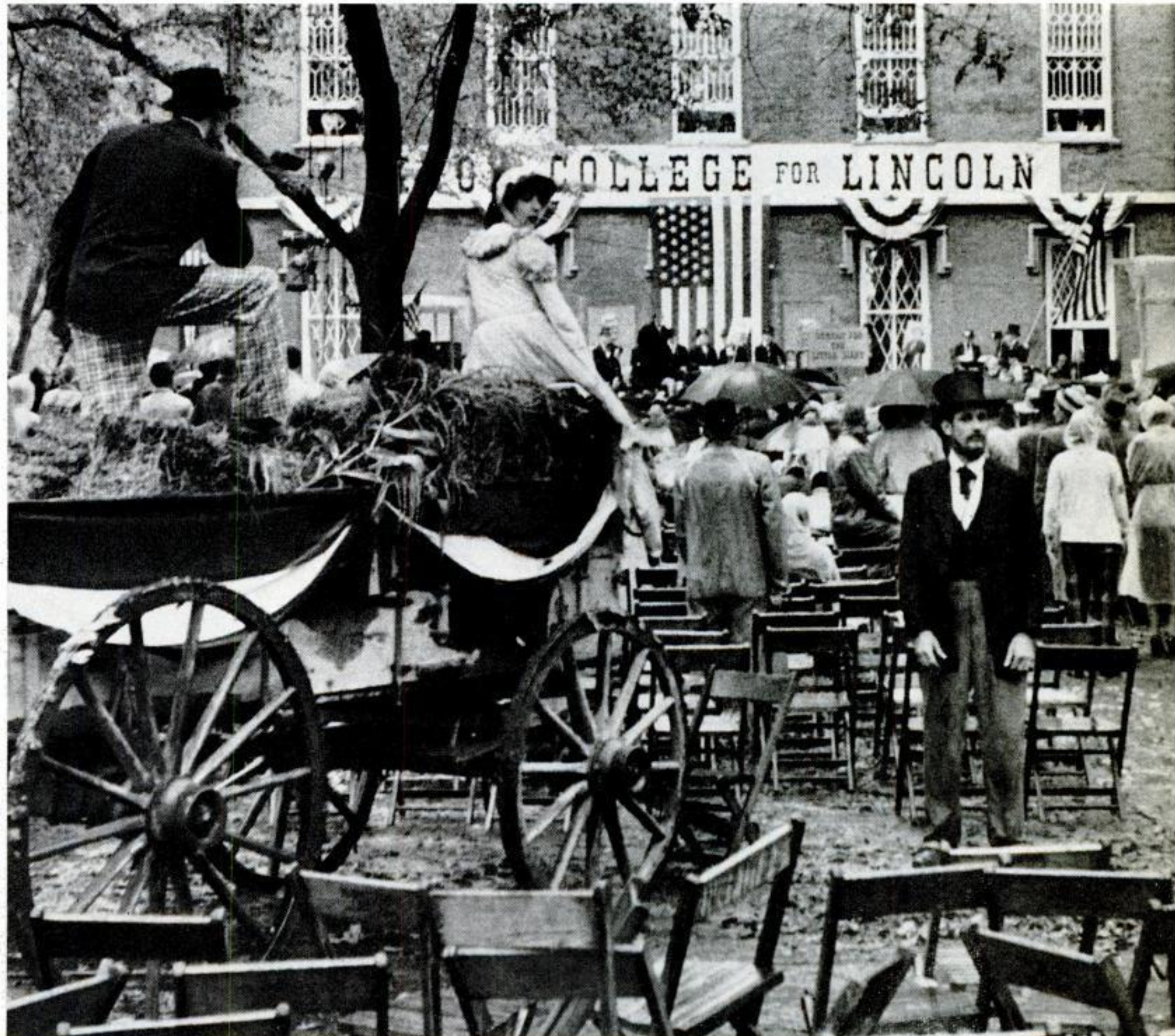
Lincoln, candidate of the new Republican party, declared slavery immoral and wanted the government to keep new lands free. Douglas, a Democrat, upheld the sovereign right of people in each territory to decide the question, a point of view already adopted in the 1850 Compromise (above left) and the 1854 Kansas-Nebraska Act. But the chaos which broke out in Kansas when the act went into force proved that popular sovereignty was impractical. The Dred Scott Decision upholding slavery con-

fronted Douglas with an inescapable dilemma.

At Freeport, Lincoln trapped Douglas by asking in effect: can people in a territory force new settlers to free their slaves? If Douglas said no, he belied his principle of popular sovereignty. If he said yes, he contradicted the Supreme Court. Douglas' answer, a qualified yes, satisfied free-soiling Illinoisans enough to send back the Little Giant for a third Senate term. But it lost him the backing of the South which banked on the Dred Scott Decision to help the cause of slavery. And in this way it prepared the way for Lincoln's much greater victory in 1860, when he ran again against Stephen Douglas, this time for the presidency.



to reach around town and tie in a bowknot." Lincoln crawled through window to reach platform. "Well," he quipped, "at last I've gone through college."



GALESBURG 1958, shown in matchup with old painting (left) was only re-enactment which took place in same setting as original, in front of college's

Old Main building. Some 5,000 people braved rain to hear debate. Original debate also took place in raw weather, drew 15,000 from surrounding region.



LINCOLN IN TRIUMPH is carried from speakers' platform by admirers in Ottawa re-enactment.



MOBILE ROOTER, Philip Leahy, an electrician, pedals vintage bicycle to Galesburg re-enactment.

LINCOLN vs. DOUGLAS CONTINUED

Carriages, costumes and a cast of



PARTISAN PARADE down main street of Freeport is headed up by covered wagon drawn by team

of Red Devon oxen. Three-mile parade had more than a dozen men representing Lincoln at various

many thousands



stages of his life. Its 85 wagons and floats were watched by 50,000 spectators, many in costume.



ARRIVING CANDIDATES Douglas (right) and Lincoln greet applauding crowd of costumed specta-

tors at Freeport debate. In original debate Lincoln arrived in covered wagon drawn by six white horses.



TORCHLIGHT RALLY staged in Chicago's Soldier Field brings 250 marching in with placards.

Chicago was not a debate site, but *Chicago Tribune* staged a big spectacle anyway, using Freeport cast.



RAPT LISTENERS, Mrs. J. B. Fredericks with her twin daughters Janet (left) and Janis, 11, hear

Lincoln speak in Ottawa re-enactment. Costumes belonged to Mrs. Fredericks' great-grandmother.



ON WAY TO HEAR LINCOLN, 1858-style citizens ride in Freeport parade. The horse-drawn wagon is a float representing a log cabin with a farm family of

period. Father is played by Walter Mack, his son by Steven Schneeberger. The float was sponsored by Stephenson County Home Bureau and won a first prize.

The 5 stages* of the common cold

and how to attack each symptom



RED AREAS

SNEEZING, SNIFFLES AND STUFFY NOSE

Coldene contains two medicines that relieve sniffles caused by allergies and shrink swollen membranes to open up the passages in your nose fast.



BLUE AREAS

SORE THROAT

Here three important medicines in Coldene bring long-lasting relief to tickling sensations and irritated tissues. Many remedies do not provide sustained relief. In addition, a soothing syrup helps to reduce the rough, raw feeling.



GREEN AREAS

CONSTANT COUGHING

caused by a sore or irritated throat. Coldene quickly relieves the spasm that makes you cough. Also, in easing swallowing and reducing the tickling sensation, Coldene helps bring relief.



YELLOW AREAS

TIGHT CHEST

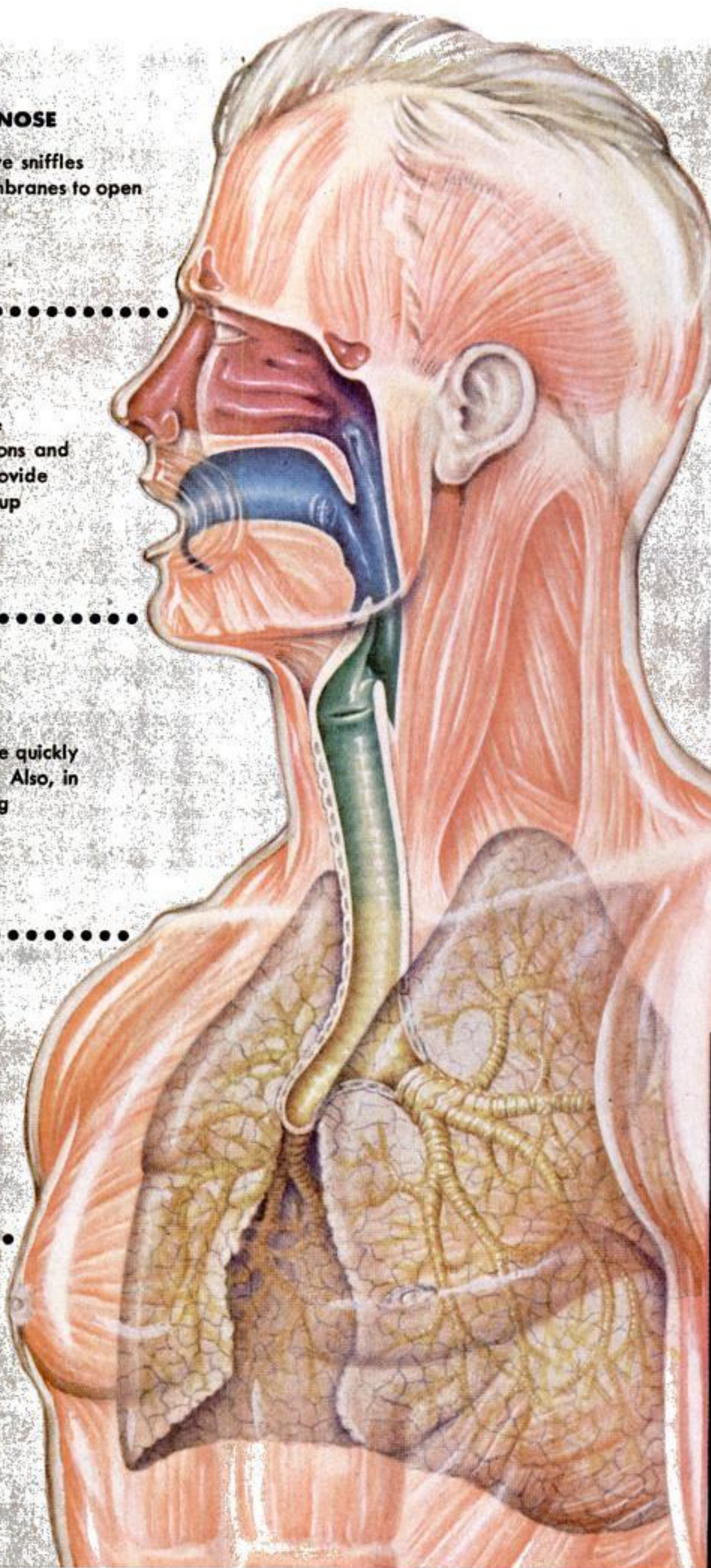
occurs when inflamed bronchial membranes produce phlegm. Coldene uses a proved expectorant to reduce this painful pressure by thinning down and loosening phlegm.



PINK AREAS

MUSCULAR ACHES

create restlessness, increase tension. The painkiller in Coldene is noted for helping to produce sustained relief from these torments. Other carefully selected compounds help promote the rest needed for recovery.



Coldene®

the single versatile cold medicine that

**catches
your cold
in any of
its 5 stages***

Most powerful cold medicine you can buy without a prescription



**Acts faster because
it's a liquid**

Coldene acts faster because it is a liquid cold medicine. Actually Coldene is bringing you feelable relief before an aspirin or cold tablet can be absorbed.

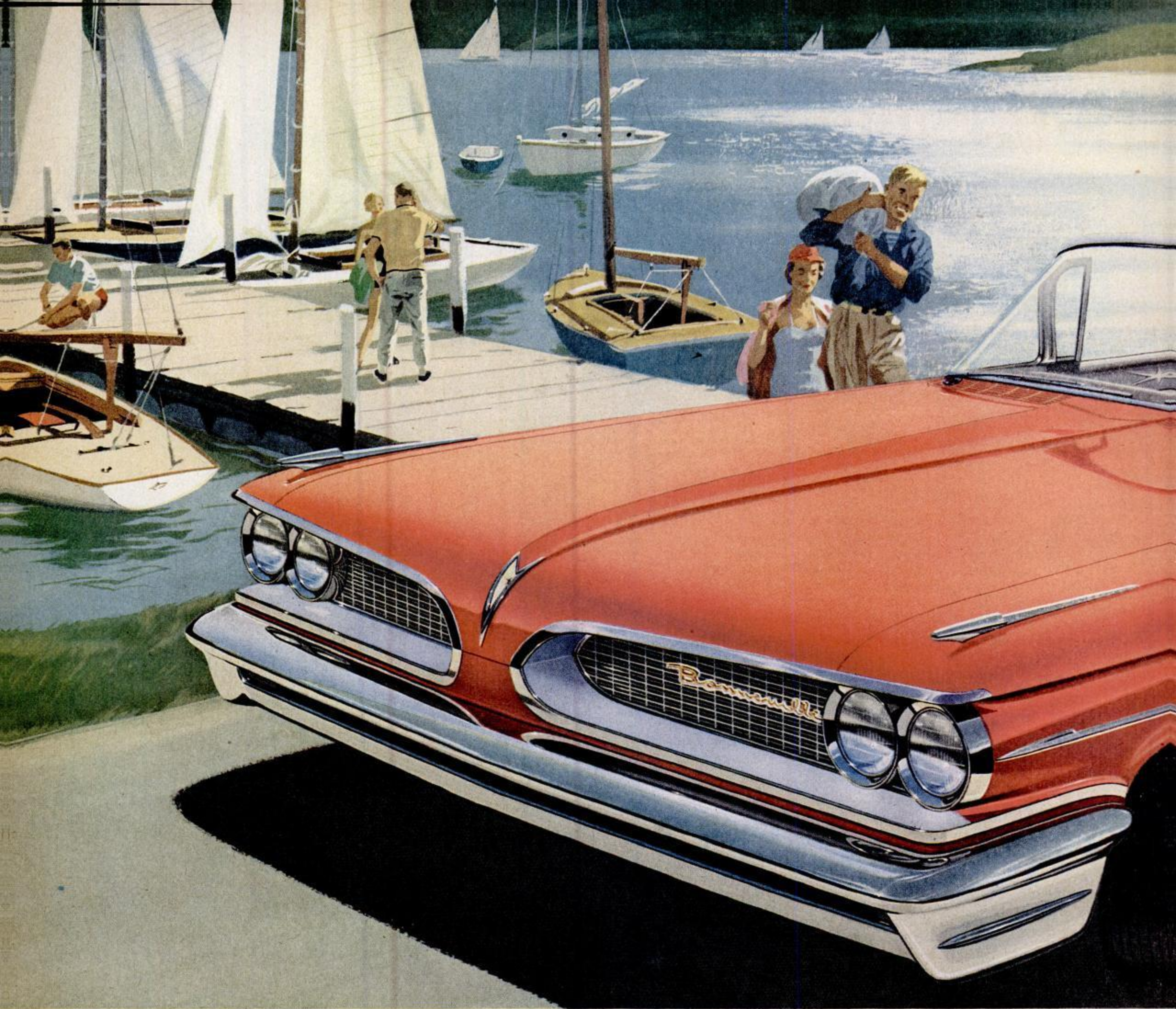
coldene IS A REGISTERED TRADEMARK
OF PHARMA-CRAFT CORPORATION

COPR. 1958 BY PHARMA-CRAFT CORP.

Get *feelable* relief in minutes from
all these symptoms with powerful **Coldene®**

*The common cold is not a *single ailment*—nor do its “stages” progress in any certain order. A cold is a complex disorder that attacks *various* parts of your system. And it brings a variety of miseries to different parts of your body. The physicians and pharmacists who created Coldene saw need for a *single powerful cold medicine* to give relief for all principal symptoms (as shown above).

That is why Coldene (unlike ordinary cold medicines) does not rely on one or two ingredients. Instead it *unites the powers* of a potent pain reliever, a fast-acting decongestant and vasoconstrictor, an antihistamine, an expectorant . . . in a soothing, pleasant-tasting liquid . . . all in proper balance. These medications enable Coldene to catch your cold in any of its 5 stages.



Trim . . . Tailored . . . Terrific . . . and America's Number

If you like your action taut—and sheathed in clean, crisp lines—Pontiac '59 is the one car that wraps up everything you want on the grandest, most glorious scale you've ever known!

It starts with wide-track wheels for unsurpassed road-hugging stability—and a new, low look no narrow gauge car can hope to imitate. Beneath the glamour you'll find all the best of the new ideas: Air-Cooled True-Contour Brakes for safer stops, unvarying control . . . vista-lounge interiors with full 360-degree visibility and seats *wider than a sofa* . . . Vista-Panoramic windshield that curves up into the roof . . . long-lasting

Magic-Mirror finish that keeps its new-car luster up to five times longer—the most durable car finish known.

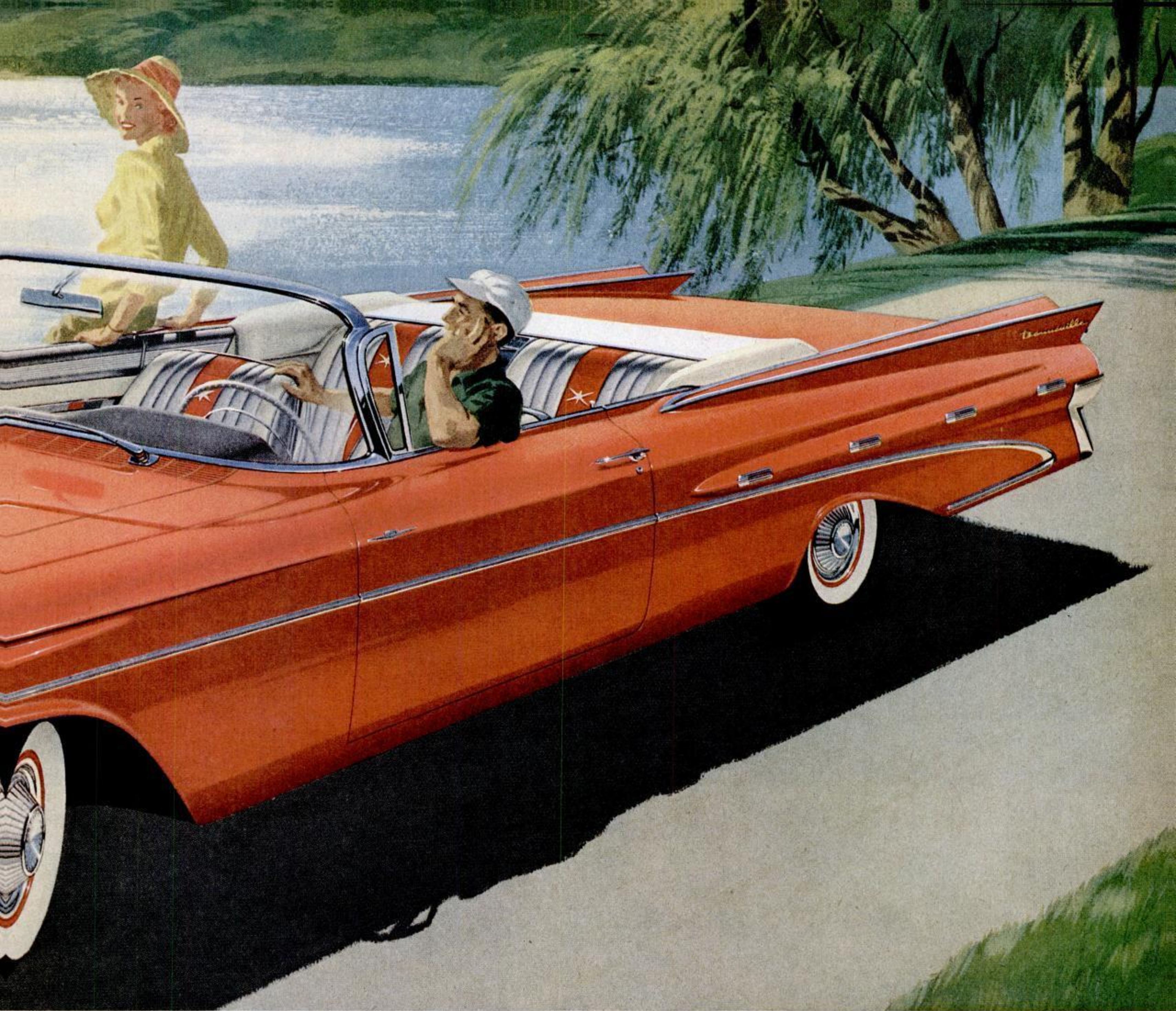
In the performance department, the industry's most modern power plant reaches new perfection in the Tempest 420 V-8, so free of vibration and sound you almost forget it's there. *And there's an amazing new economy engine, optional at no extra cost, that gives you V-8 muscle with the extra mileage of a much smaller engine—and performs its miracles on regular gas!*

But that's only part of the story. Come in and discover *all* the big and wonderful things that have happened to America's Number One Road Car!

On TV—See Pontiac's Victor Borge Show, November 29—CBS-TV

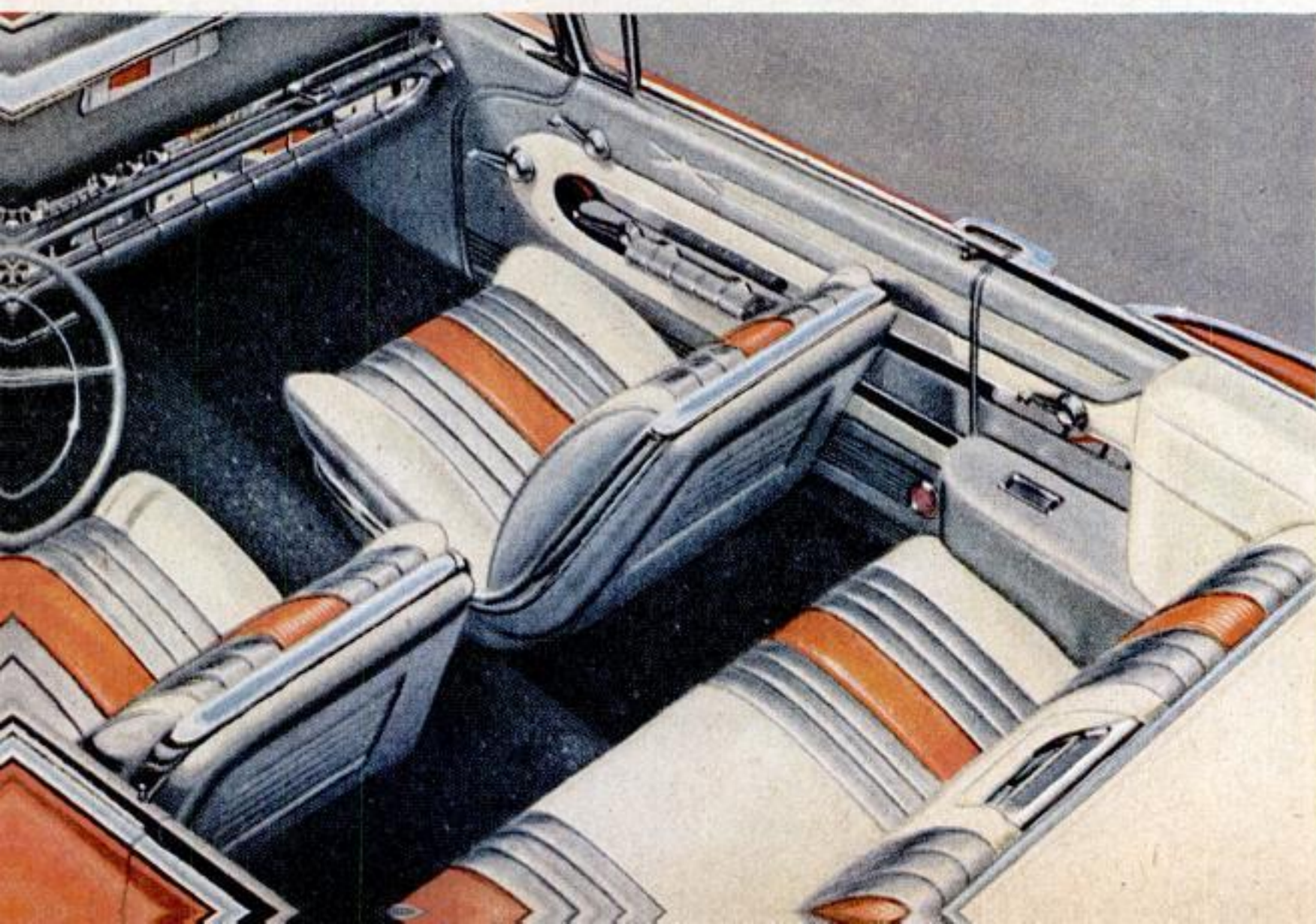
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① Road Car!



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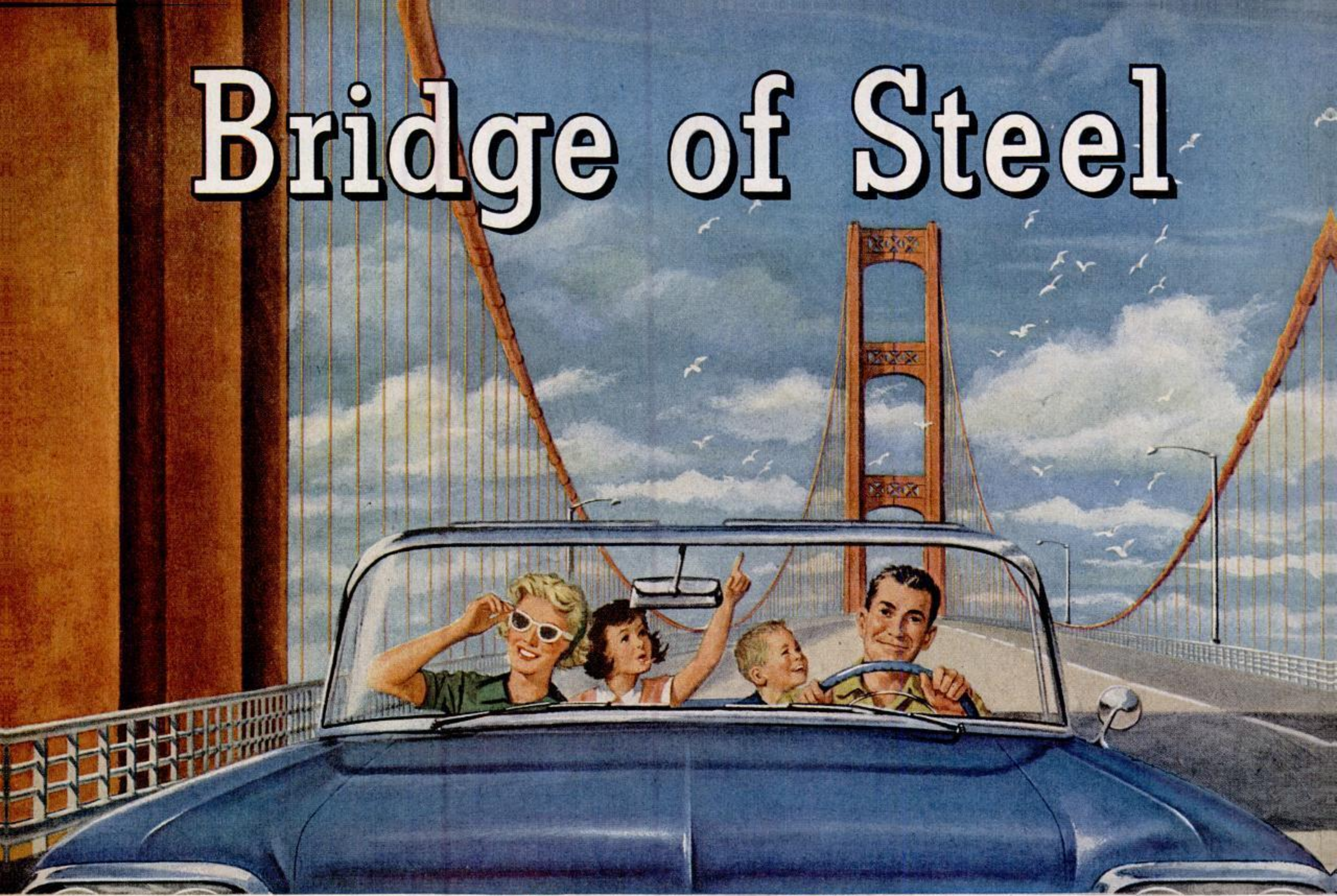
The wheels are moved out 5 inches for the widest, steadiest stance in America—better cooling for engine and brakes, far better grip on the road, safer cornering, smoother ride, easier handling. *You get the most beautiful roadability you've ever known—in America's Number ① Road Car!*

PONTIAC!

CATALINA • STAR CHIEF • BONNEVILLE

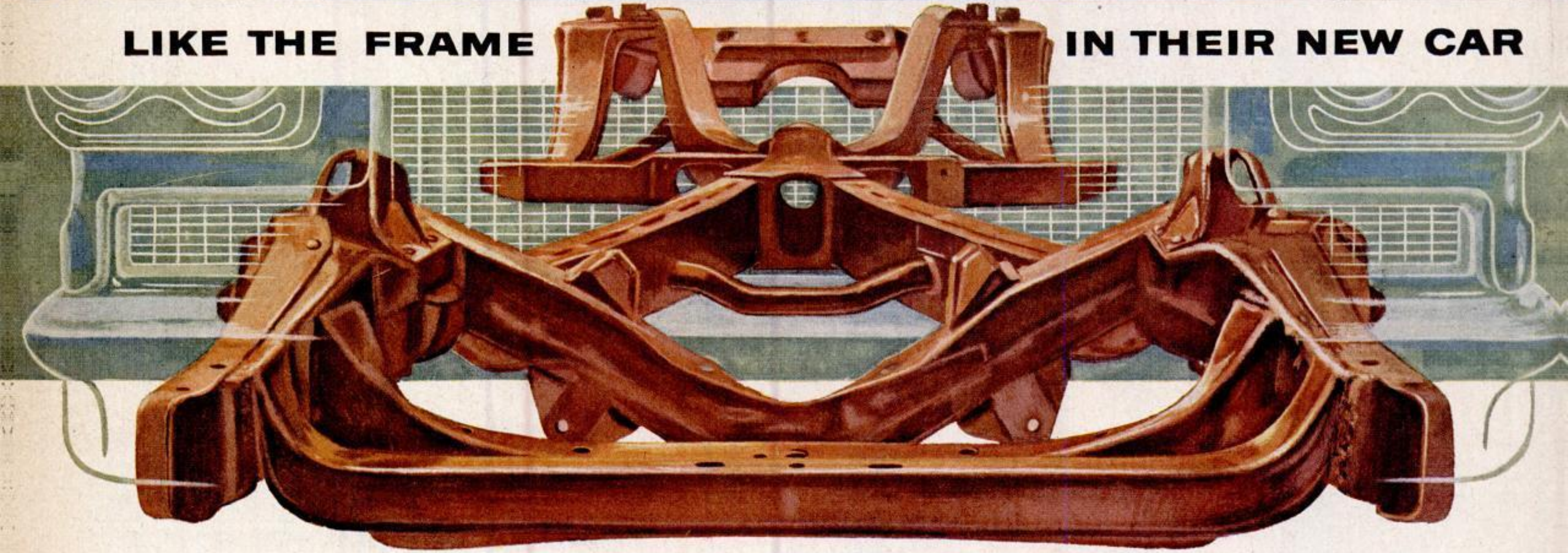
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These seldom-noticed factors make up the inner car. They're not glamorous to look at—these shapes of steel and other materials that

are the creative result of endless research and development by automotive engineers.

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Buy your '59 car now — the values are brighter than ever!

Through research  ... a better way

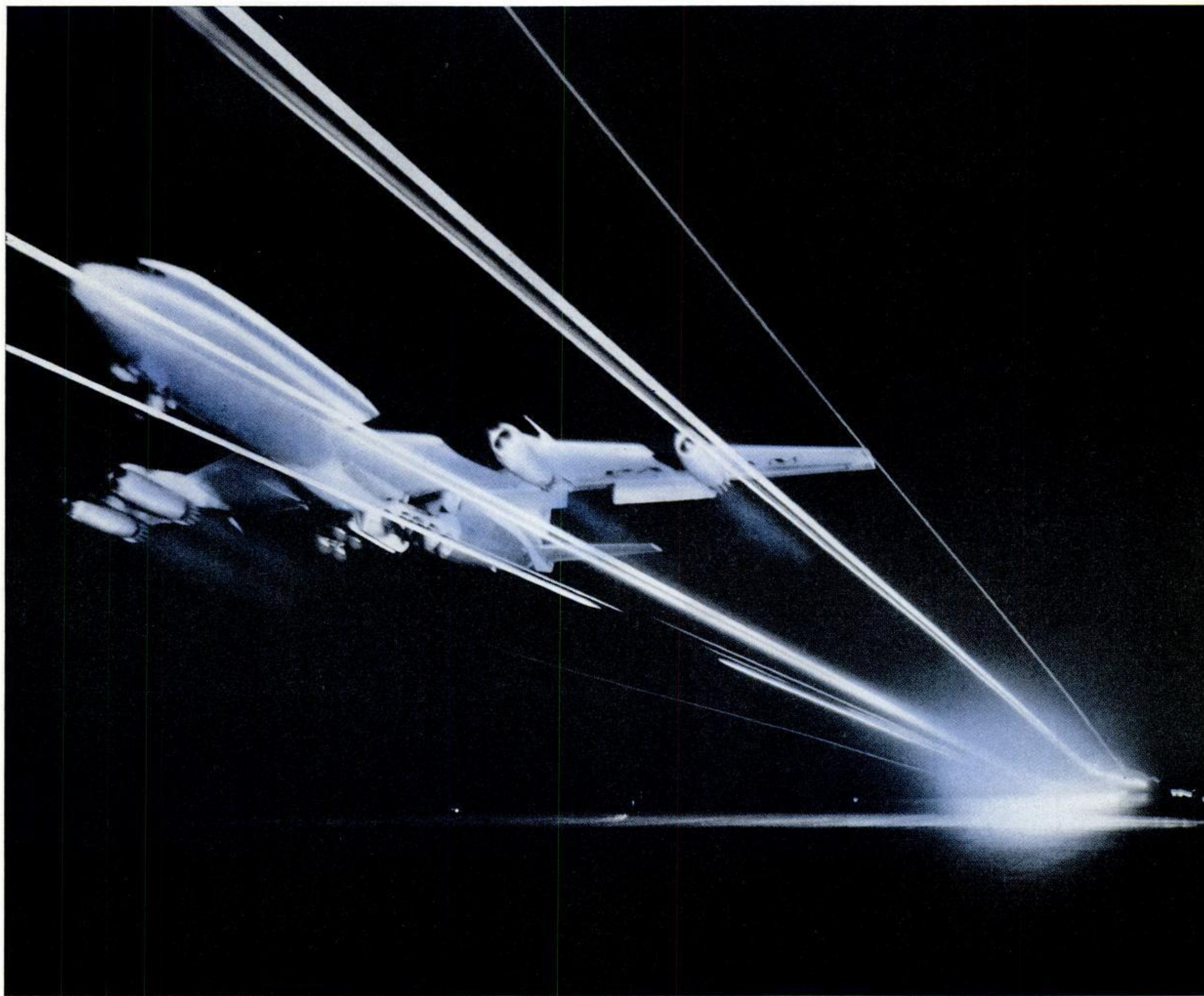
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A. O. Smith INTERNATIONAL S. A., Milwaukee 1, Wisconsin, U. S. A.

OFF FOR PARIS IN JET TIME



LEAVING BRIGHT TRAILS OF ITS OWN RUNNING LIGHTS IN TIME EXPOSURE, 707 JET CLIPPER MAKES STEEP CLIMB IN PRACTICE TAKE-OFF FOR FLIGHT TO PARIS

Passenger flight brings U.S. into new air age

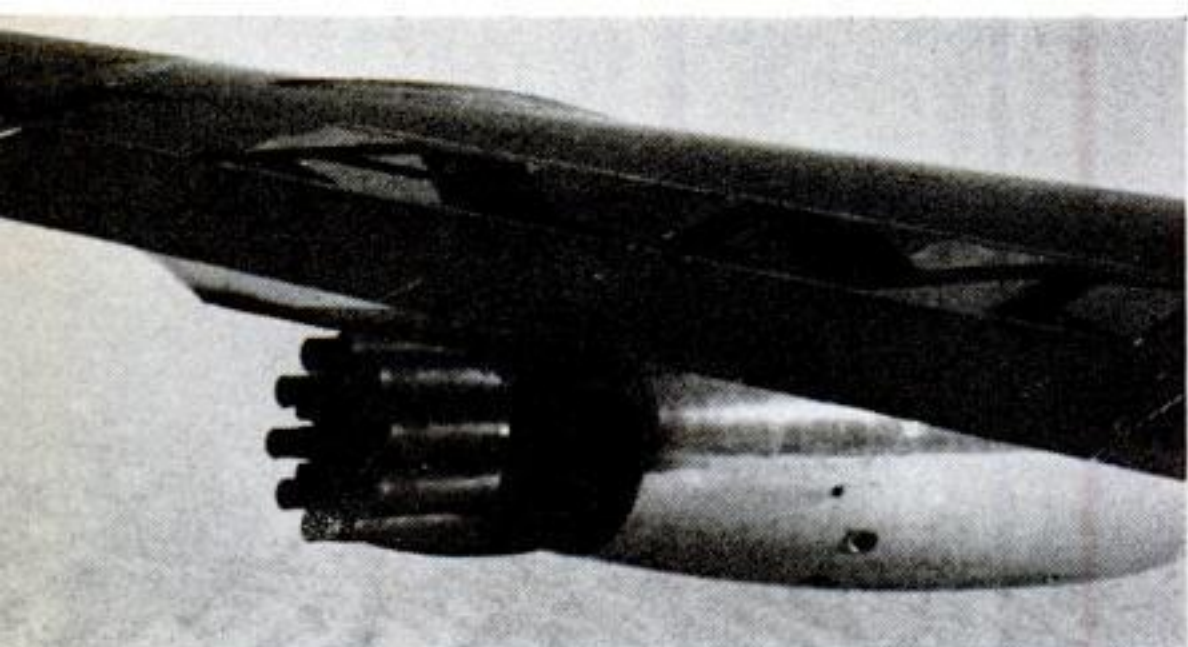
"Good evening, ladies and gentlemen," the pilot said over the plane's loudspeakers. "Welcome aboard Pan American flight 114, jet service from New York to Paris." The casual voice belied the excitement of pilot and passengers. At 7:20 p.m.—the 111 passengers having located the oxygen masks they might need at the jet's high altitudes—the big Boeing 707 swept down the Idlewild runway and up into a steep climb. Eight hours and 40 minutes later, three hours faster than the fastest scheduled non-jet flights, it set down in Paris to inaugurate the U.S. entry into the jet age.

The new era was a long time in getting off the ground. Both Britain and Russia had jets

in passenger service before the U.S., which has had to solve a whole hangar full of problems involved in converting from its fleets of standard prop planes (*next page*). Some of the problems, like the piercing noise made by jet engines on take-off, have still not been completely solved. On last week's first flight the plane took off without a full load of fuel in order to comply with New York Port Authority instructions to get out of earshot fast. This meant spending an hour landing at Gander, Newfoundland to take on more fuel. But the passengers did not seem to mind the delay. They were all jet age pioneers and they knew that they would still be in Paris well before lunch.



PROUD PILOT, Sam Miller salutes after landing in Paris. Behind him is his copilot, Waldo Lynch.

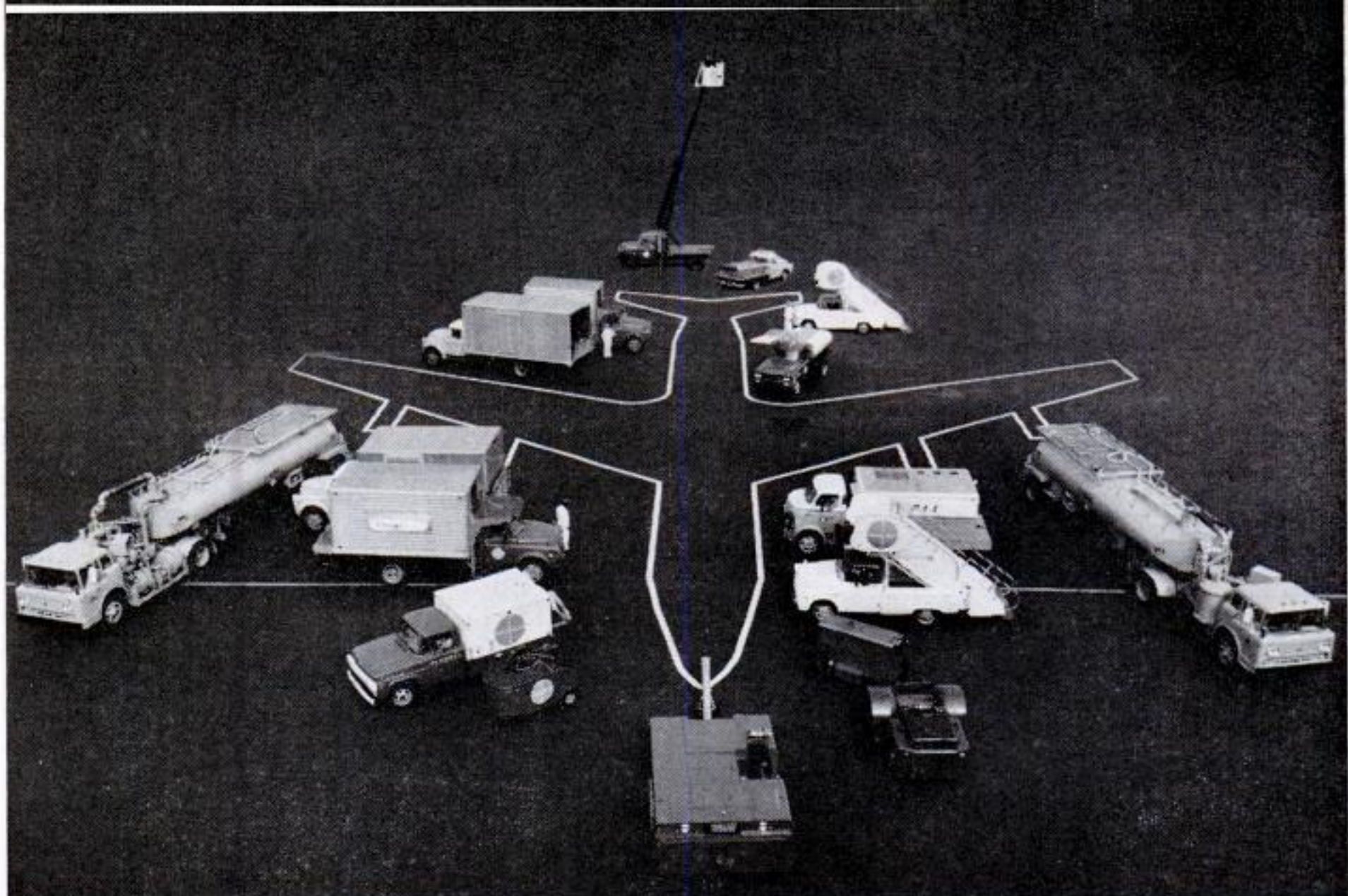


SOUND SUPPRESSOR on 707 engine consists of 21 exhaust tubes which break up and reduce noise.

HIGH COSTS OF CHANGE

The advent of the jets has so far produced plenty of headaches. The big planes require longer runways than most airports now have. New equipment is needed to keep up maintenance. Sound suppressors have been mounted on the engines to make them run more quietly.

The planes are expensive. One complete 707 costs \$6 million against \$2 million for the biggest prop plane. Pan Am and National Airlines are planning to share planes rather than buy two complete fleets. American Airlines, which starts the first coast-to-coast jet service in January, will lease engines rather than lay out the purchase price. The total investment in jet equipment being made by the airlines amounts to four times the value of their present equipment. But the airlines expect the jets' greater speed and capacity to pay off in bigger profits.



SERVICE EQUIPMENT needed by 707, here outlined on runway, includes a maintenance boom in

rear and a fleet of trucks to supply fuel, food, cargo, water, power, air-conditioning and passengers.



AVIATION CZAR, General Elwood Quesada (left), takes demonstration flight in 707. As boss of new

Federal Aviation Agency, he is responsible for air safety. Plane had already passed government tests.



COMING COMPETITION for Boeing 707 is Douglas Aircraft Company's jet DC-8, here being rolled out for a test flight in California. First one will be put

into service by United Airlines in late 1959. U.S. and foreign airlines have already ordered a total of 140 DC-8s, which will fly at same speeds as the 707.

The camera that makes pictures in 60 seconds

POLAROID CORP., CAMBRIDGE, MASS. POLAROID®

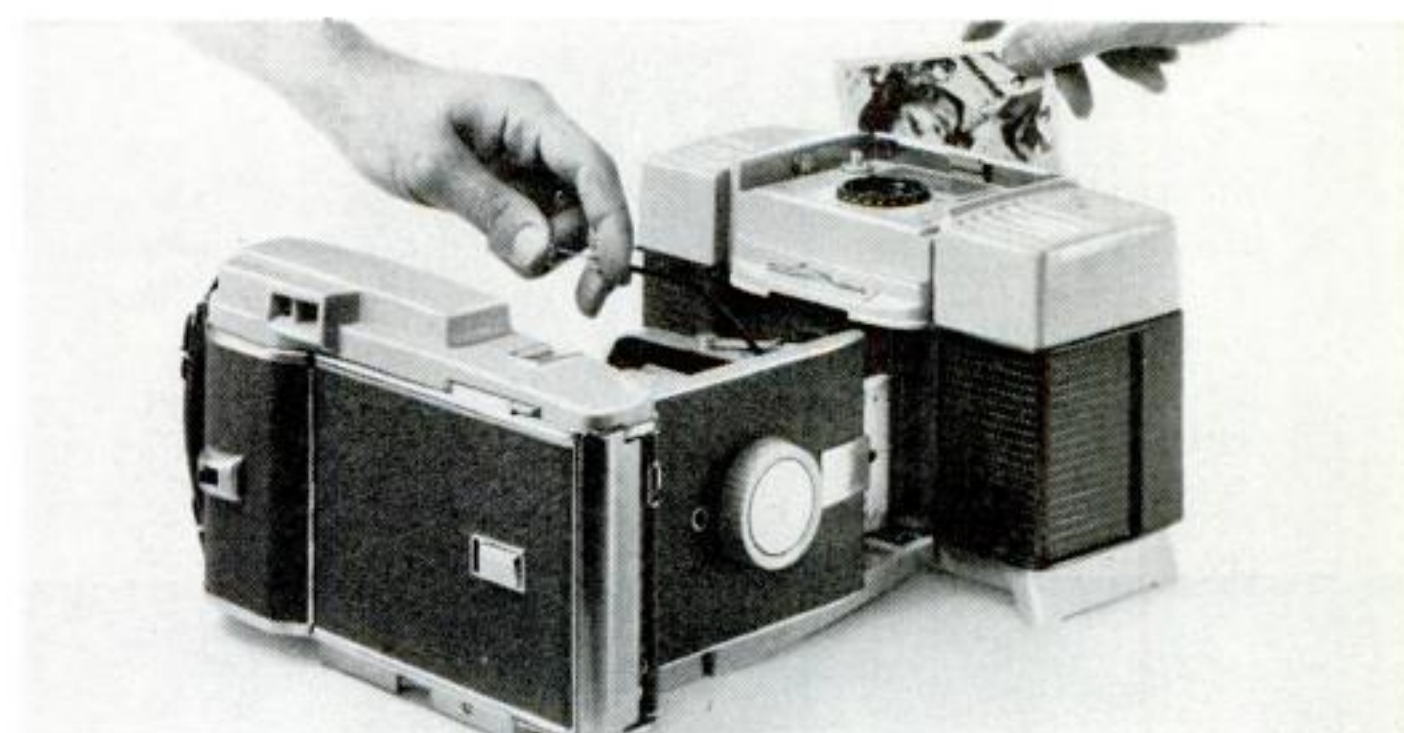


- (1) This is where the fun begins. This is the Polaroid Land Camera. The only camera that gives you a picture in 60 seconds. And what a picture you get with Polaroid's new film, just introduced. Twice as sharp as before. So good, you'll most likely be wanting *extra copies*...

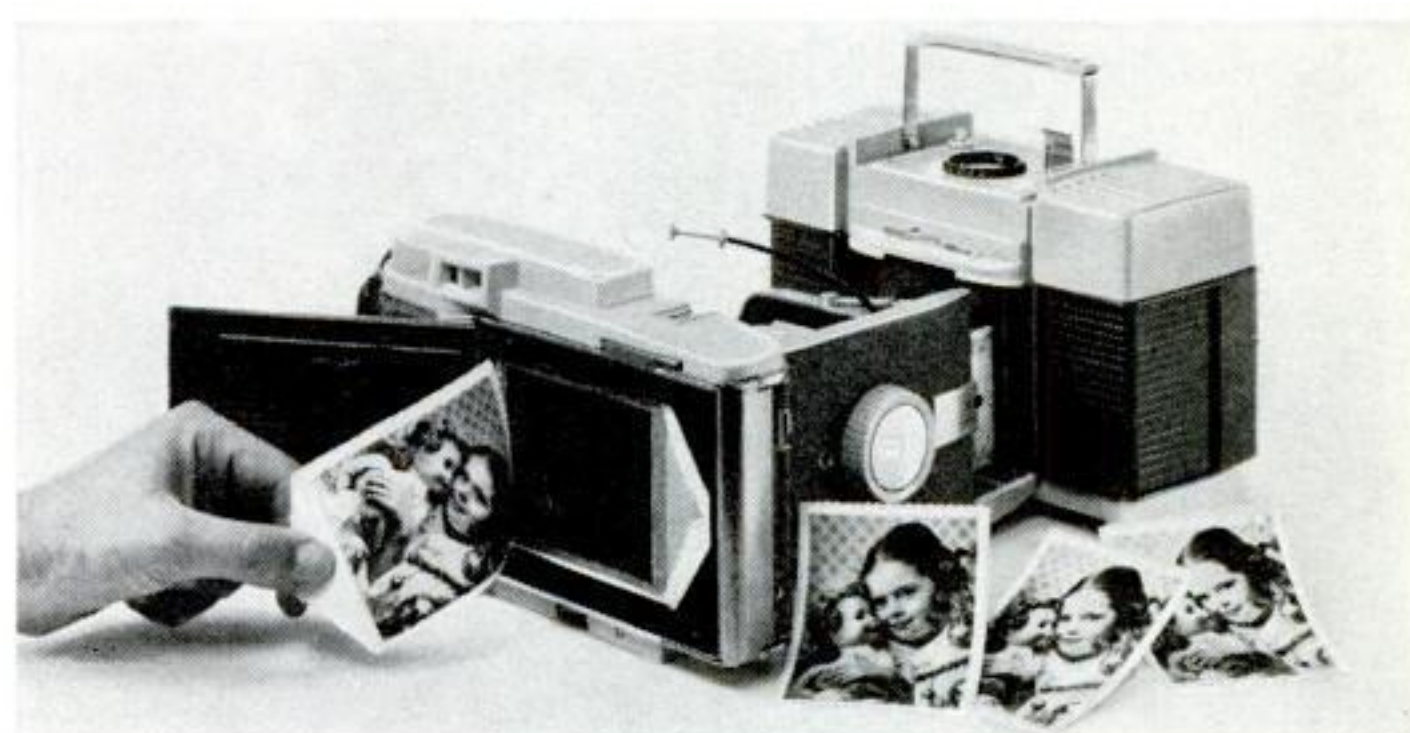
...now makes extra copies in 60 seconds!



- (2) With this new Polaroid Print Copier, you can now make *extra copies* in 60 seconds, right in the living room. It means you can hand out copies on the spot to the person in the picture, mail another to the folks and still keep the original for your family album.



- (3) Just slide your original snapshot into place inside the Print Copier, slip your Polaroid Land Camera into position, and you're all ready to take "a picture of your picture." (The Print Copier has everything else built in: copying lens, lights, timer.)



- (4) 60 seconds later, you flip open your Polaroid Land Camera and pull out a sharp duplicate print! It's that easy. The Polaroid Print Copier costs only \$29.95. Polaroid Land Cameras are priced from \$72.75. Imagine the excitement Christmas morning if you gave him *both*!



BREAKFAST IS SERVED DE LUXE 707 PASSENGERS. CHART OF FLIGHT ON WHIMSICAL MURAL SHOWS IT NEARING COAST OF IRELAND. TWO HOURS SHORT OF GOAL

A QUIET CROSSING, PLAIN AND DE LUXE

To make its daily jet run to Paris pay, Pan American splits its passengers into two classes. The 40 people who traveled "de luxe" on the inaugural flight last week paid \$909 for the round trip. They sat up front in wide, comfortable seats and got a fancy dinner, complete with wines and topped off with brandy. The

71 passengers who sat in the more cramped "economy" section paid \$489.60 and were provided with sandwiches and coffee.

But everyone aboard the jet shared the same new sensations of flight. They worried at first about the wings, which wobble up and down on the 707 because they are more flexible than

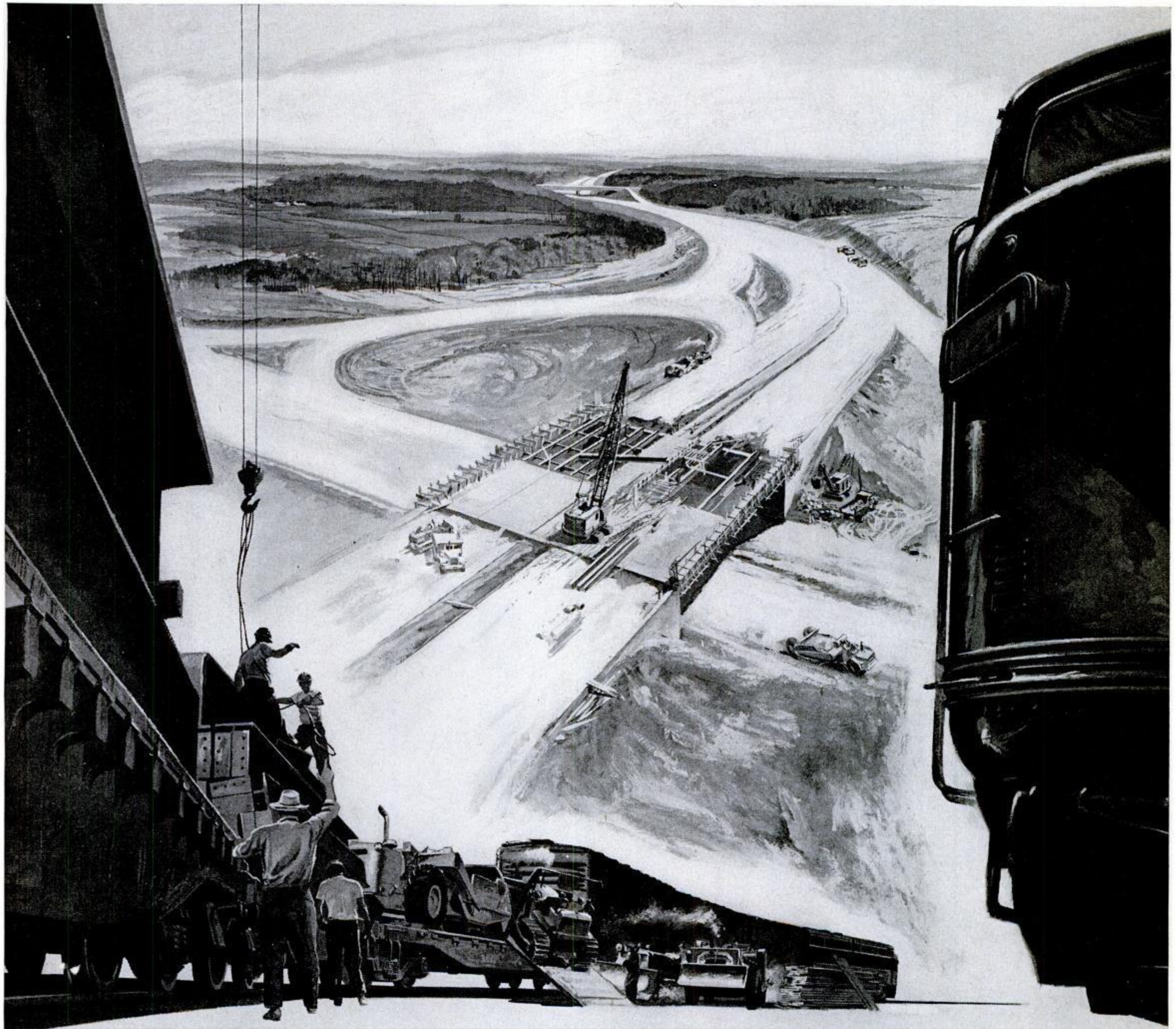
those on conventional planes. They have to withstand the wind pressure at high speeds. But the chief sensation was one of smoothness and quiet. The only noise to penetrate the cabin was a steady soft swish. Though they were miles above the water, the sound reminded the passengers of a calm ocean surf.



ECONOMY PASSENGERS are offered assortment of sandwiches for dinner after leaving New York.



GREER GARSON, on vacation, stands in de luxe passenger lounge to search bag for her eyelashes. →



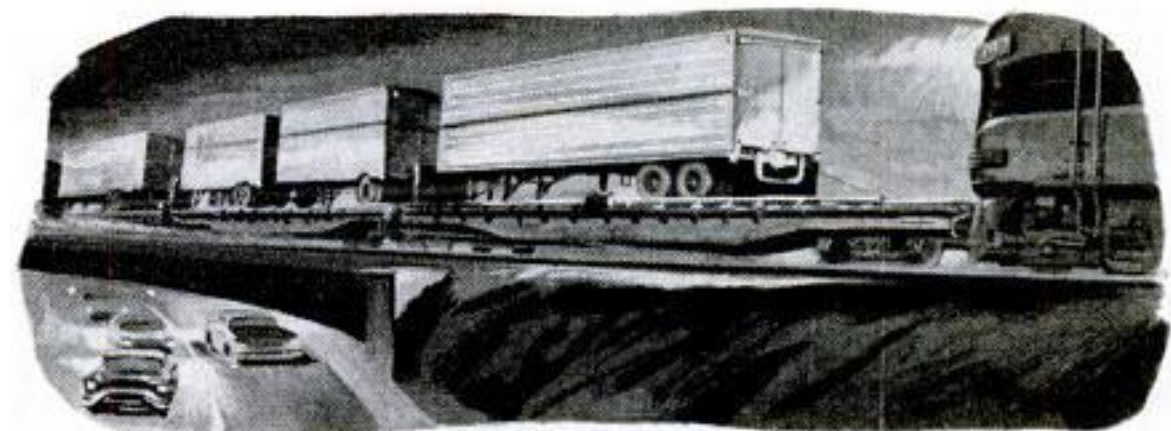
America's new superhighways unwind on rails of steel

Another example of how railroad progress goes hand in hand with U. S. progress

A spectacular part of America today is the network of Federal superhighways now under construction from coast to coast. And essential to this tremendous building project — carrying vast quantities of concrete, asphalt, steel, road-building machinery — are America's progressive railroads.

No other form of transportation can handle such big hauling jobs as this with the efficiency and economy of the railroads. And because this is so, the tax-paying railroads hold down expenses for all taxpayers — including you.

Ever-increasing efficiency enables the railroads to keep pace with the newest and most dramatic developments in our national life — a partnership in progress that is essential to every one of us, in peace as well as in war.



RAILROAD PROGRESS: Highway trailers carried on railroad freight trains speed shipments, reduce highway congestion.

AMERICA MOVES AHEAD WITH THE RAILROADS

Association of American Railroads, Washington, D. C.



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help take the worry out of *your* future. Plans to help send your children to college, meet major medical expenses, or protect your home. And, at retirement age, *Living* Insurance can help make you independent of a job.

Why don't you talk to the Man from Equitable? Ask him how *Living* Insurance works to meet *your* particular needs. Call him soon. *The Equitable Life Assurance Society of the U. S.*, 393 Seventh Avenue, New York 1, N. Y.

Living Insurance by Equitable



ON A 1955 RESERVATION, Mrs. William Eck of Arlington, Va. takes the first flight to Paris in place of her husband, who has since died. Here she holds a certificate issued by Pan American to passengers who flew on first flight.



LUCKY BOY, high school student Karl Johanson of Valhalla, N.Y., saved for five years to make flight but was given it by parents as a graduation present. "It was all I could have hoped for," he said of flight. "It was terrific."



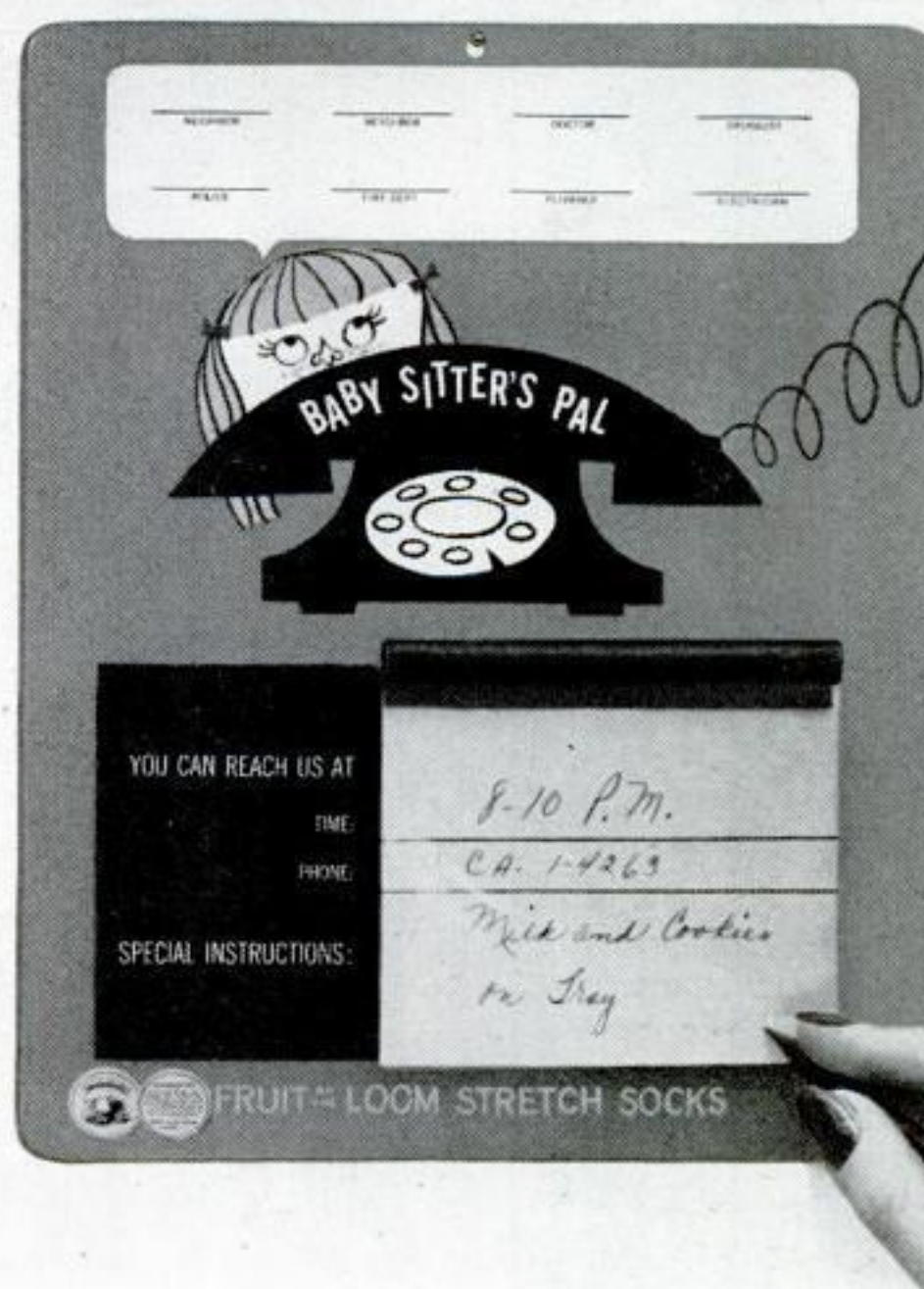
ADVENTUROUS SECRETARY, Billie Miller of New York made the flight because she thought "there should be at least one Not-Important-Person aboard to prove that anyone can travel." Here she wakes up at sunrise over Atlantic.

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You SAVE because you attach it yourself!

BRITE MANUFACTURING CO., PROVIDENCE 9, R. I.



FOUR BASIC MODELS of Lark are (top to bottom) station wagon (\$2,590, F.O.B. South Bend), two-door sedan

(\$1,925), four-door sedan (\$2,310), hardtop (\$2,275). All but two-door sedan have either 6- or 8-cylinder engine.

LIFT FROM 'LARK' FOR STUDEBAKER

A new car with a happy-sounding name is making Studebaker-Packard executives happier than they have been for years. S-P's Lark, smallest car made in America, is coming on the market next week, yet it has already brought over 30,000 advance orders—60% as many as S-P filled all year for its '58 models—and has helped send the price of S-P's stock from around \$3 a share to over \$13. Three feet shorter than the average U.S. car, the Lark is 3 to 16 inches shorter than American Motors' Rambler, which was the one U.S. car to sell better this year than last.

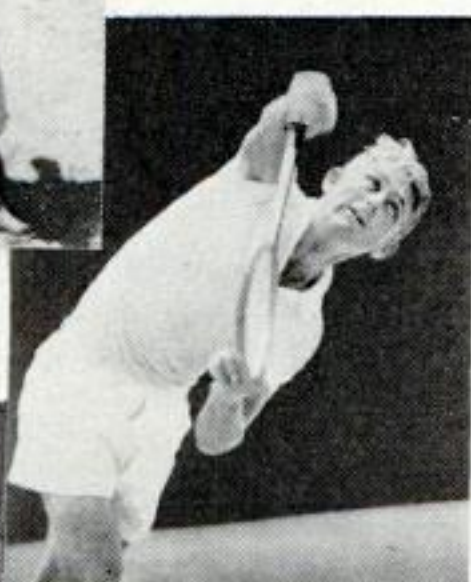
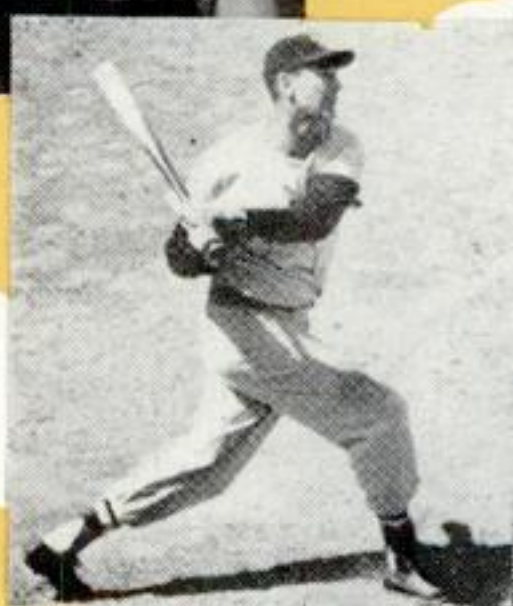
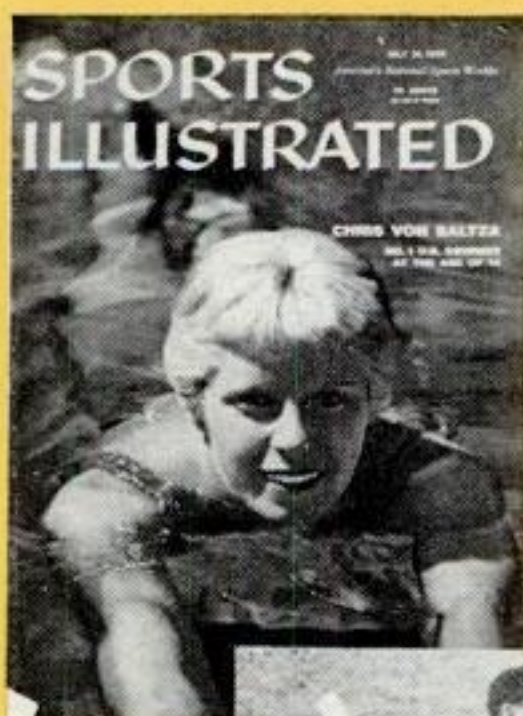
For all their tininess, Larks have adequate leg room, all the conventional comforts and full-sized 6- or 8-cylinder engines. Their prices start at \$1,925 F.O.B. South Bend, less than Big Three cars, about the same as Ramblers. The company brags about the mileage (nearly 30 miles per gallon on some models) and the easy-to-get-at nuts and bolts which make for economical or even do-it-yourself repairs.



COMPETING SHORT CARS—(from left) Volkswagen, Lark, Rambler—are shown with lengths marked on tops.

THE PURSUIT OF

EXCELLENCE



Here's a girl (only 14) who's the best swimmer in America. Here's a man (pushing 40) who's still winning hitting crowns. Here's the precision of big-time football (and the pleasure of watching it). Here's how a contest is won, a champion is made, an upset brought about. Here's all the skill and excitement of sport—on ski slopes, down fairways, on the playing fields of the world.

This is the wide world of sport and outdoors as you see and enjoy it in SPORTS ILLUSTRATED each week—the news and drama, the action and suspense, *the pursuit of excellence* (and all the fun, too) that sport is made of. And this is an invitation to you to discover SPORTS ILLUSTRATED now, and see if it doesn't quickly become your favorite reading of the week.

With SPORTS ILLUSTRATED, you'll cover the big events of every season—from Bowl games to title bouts, from the Derby to the Open. You'll "scout" the stars and teams and strategy via Preview (an SI invention). You'll *review* the results—and the stories behind them. And you'll get a spectacular full-color view of the action, via the finest photography ever devoted to sport.

You'll get a weekly lesson in golf (see *Tips from the Top*) and another in bridge (by Charles Goren). You'll find regular columns on *Food* and *The Sporting Look* . . . special "how to do it" features in season (like Ben Hogan's now-famous golf series, Don Carter's bowling lessons, and the five weeks of skiing instructions by Willy Schaeffler) . . . plus lively new ideas for your *Sporting Vacations*.

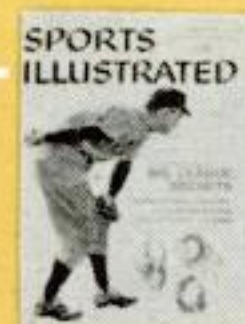
But see for yourself—see how different and distinctive SPORTS ILLUSTRATED really is. See if you and your family don't thoroughly enjoy every page, picture and feature in this colorful new weekly. If you'll return the coupon *today*, your trial subscription will include such special dividends as SI's All-Basketball Issue (previews of every major conference, all the top independents) . . . 2-in-1 Christmas Issue (including scouting reports on the five top Bowl games) . . . and Sportsman of the Year Issue (a colorful review of the year in sport) . . . and a host of special features coming up this winter.

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STRATEGIST-IN-CHIEF FOR DESEGREGATION

Skillful Attorney General Rogers has made U.S. policy clear and effective

by JOHN OSBORNE

THE words were clear and compelling. Commenting on the unhappy struggle over racial integration of the South's public schools, a prominent member of the Eisenhower administration expressed the U.S. government's policy in unmistakable terms. "There must be an end to delusion," the speaker said, "and an awareness of the path which, in view of our constitutional system and the unanimous decision of the highest court of our nation, must inevitably be followed. . . ." And again: "Individual character depends upon basic virtues. So, too, the strength of a nation rests upon its devotion to fundamental principles. Perhaps the most important of these fundamental principles is respect for the lawfully determined rights of others and a firm dedication to the rule of law."

The speaker's eloquence served as a useful reminder of two things. One is that the government is capable of taking an effective stand on the most pressing domestic problem of our day. The second is that in a crisis there is nothing like having a good man in charge.

The good man in charge who spoke the words above is not, as it happens, President Eisenhower. So far as the American public has been made aware, the President has consistently refused to take charge of the problem since it was raised four years and six months ago by the famous ruling of the U.S. Supreme Court. Until just a year ago, in fact, nobody seemed to be really in charge. The President's decision last year to station federal troops in Little Rock was a necessary measure of desperation, forced upon him in the absence of any plan to forestall the crisis or to deal with it in any other way. Today there is a vast difference, and the difference has been made by one man whose achievements, tentative though they still are, establish him as a figure of national importance.

The man is U.S. Attorney General William Pierce Rogers. A lawyer of modest reputation, he was practically unknown when he was promoted last November from Deputy Attorney General to his present eminence. Today, at 45, he is the chief law officer of the United States, the youngest and handsomest member of the President's Cabinet, and—on the strength of his handling of the segregation problem, not to mention some less spectacular accomplishments—one of its more capable members.

Figure from a storybook

ASUMMATION of Rogers' position and good fortune makes him sound like somebody in a storybook. He has an attractive wife who studied law but never practiced, four handsome children (a daughter and three sons) and a roster of powerful friends that includes President Eisenhower, Vice President Richard Nixon, Chief Justice Earl Warren, Thomas E. Dewey, former Attorney General Herbert Brownell and just about every senator and congressman of importance on Capitol Hill. Under him in the Department of Justice are 30,000 employees, the federal prison system, the FBI, the immigration service and—in terms of ultimate responsibility—the legal business of the entire national government. As a Cabinet officer he may be consulted about every aspect of national affairs and policy. Already successful beyond the lot of most men in both law and politics, he has before him a future of unbounded promise.

After a year of Rogers the national government appears to have a positive and understandable policy on school integration, something that it appeared to lack a year ago. This is largely the doing of the Attorney General, and it requires further explanation. The federal government actually had an integration policy before Rogers took over, and it is following the same policy today. Its policy was and is to do as little as possible on its own initiative and to let the resisting states sweat their own way, by dint of their own mistakes, toward the only conceivable solution of their dilemma—a show of compliance with the supreme law. So far as basic policy goes, in brief, there is more appearance than substance in the miracle wrought by Rogers.

CONTINUED



SENT BY ROGERS, U.S. marshals leave the Federal Building in Little Rock after being briefed on their emergency duties during Arkansas' integration crisis.

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WITH HIS DEPUTY, former Federal Judge Lawrence Walsh, Rogers pays business visit to White House. Both men once worked for Dewey in New York.

ROGERS CONTINUED

But this statement would be misleading if it were left at that. Rogers is a specialist in appearances. Ever since he started out as Prosecutor Thomas E. Dewey's most junior assistant in New York City 20 years ago, he has displayed a profound grasp of the maxim that, in public affairs, the *appearance* of things is often as important as the *substance* of things. Rogers operates on the premise that a good policy means little unless the public knows what it is and believes that it is good. To say that a lot of Rogers' effort has gone into giving a negative policy the look of a positive policy does not diminish the fact that he has been eloquent, active and effective in a situation where no other federal official was doing or saying much of anything.

With his constructive concern for appearances Rogers combines a related characteristic that is best described as creative caution. In his approach to the segregation problem this takes the form of a compulsive passion for avoiding mistakes and, most emphatically, the appearance of mistakes. His ability to anticipate and guard against situations, attitudes and actions that might lead him into discernible error is one of his most impressive talents. Rogers' way of avoiding mistakes is to pick his own time for doing the right thing, simultaneously making sure that the right thing is also the practicable thing to do in a given situation. Rogers sees no reason why he can't be right *and* be Attorney General.

Because Rogers' predecessor, Attorney General Herbert Brownell, made a point of consulting his deputy often and intimately on the segregation problem and every other major matter that arose during their time together in the Department of Justice, Rogers must accept a share of responsibility for the blind passivity with which the department and the White House seemed to regard the problem until it exploded in their faces at Little Rock. But it is also true that while there was doubt last year about where the U.S. stood, this year, largely because of Rogers, there is none.

Given the clear duty of the federal government to sustain the school decisions, the question for Rogers after he took over from Brownell was—how best to sustain them? Little Rock had convinced the President, Rogers and a few of his associates at the Justice Department that the use of troops was no answer. Order of a sort had been restored, but only at the cost of hardening southern resistance to integration and, incidentally, just about demolishing the positions of strength that the Republican party had been building in the South since 1952. The federal government could hardly waive its right to use federal forces to uphold federal law, and Rogers has never waived it. But, while he was re-appraising the segregation situation after taking office, he laid down his first requirement for purposes of calculation and planning—NO MORE TROOPS.

A second proposition flowed naturally from the first: federal intervention of any kind should be undertaken only when absolutely

CONTINUED



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ROGERS CONTINUED

necessary, and then only to the minimum extent deemed necessary. As Rogers was to say later, "The general policy of the federal government under the present law is that it does not institute proceedings to alter the practices followed in the nation's countless school systems." Remedies for specific discriminations were to be "the responsibility of the local litigants and the local courts." The federal government would step in only when it became "necessary to vindicate the court's authority."

It was obvious, of course, that a great deal more than these negative guidelines would be needed to bring about compliance. The sum of what was devised is coming to be known as the Rogers doctrine of inevitability.

Rogers noted in early 1958 that white Southerners were rapidly persuading themselves, against all evidence and reason, that there must be some legal way around the Supreme Court decision. Nothing worthwhile could be accomplished, Rogers concluded, until this notion was thoroughly demolished. Only actual experience could destroy the illusion, and the experience could come only with the approach of the 1958-59 school term. Rogers set about mobilizing the resources of the Department of Justice so that when the school year started the South would get a crushing demonstration that 1) "compliance with the law of the land is inevitable," and 2) the real choice is not public schools or segregated schools in some other guise but integrated schools or no schools.

A new civil rights division under Assistant Attorney General Wilson White was put to collecting and analyzing the many "massive resistance" laws enacted or contemplated in Arkansas, Virginia and other states. Rogers' successor as Deputy Attorney General, former Federal Judge Lawrence E. Walsh of New York (another Dewey alumnus), gradually became a kind of chief-of-staff for day-to-day operations. Rogers and Solicitor General J. Lee Rankin, the government's top courtroom lawyer, worked out a tentative policy to guide them in deciding when—and when not—to intervene in upcoming cases. The Rogers rule: when in doubt, don't.

The histories and characteristics of Governor Orval E. Faubus of Arkansas, Governor J. Lindsay Almond Jr. of Virginia and many other individuals likely to be involved were researched and analyzed with the sort of care that the CIA devotes to the study of Khrushchev and Mao Tse-tung. The FBI (which reports to Rogers through the kingly J. Edgar Hoover), U.S. attorneys and U.S. marshals in the South were drawn into a massive intelligence operation whose purpose, not always fulfilled, was to forewarn Rogers of what was likely to happen and to keep him posted when it did.

A demonstration of inevitability

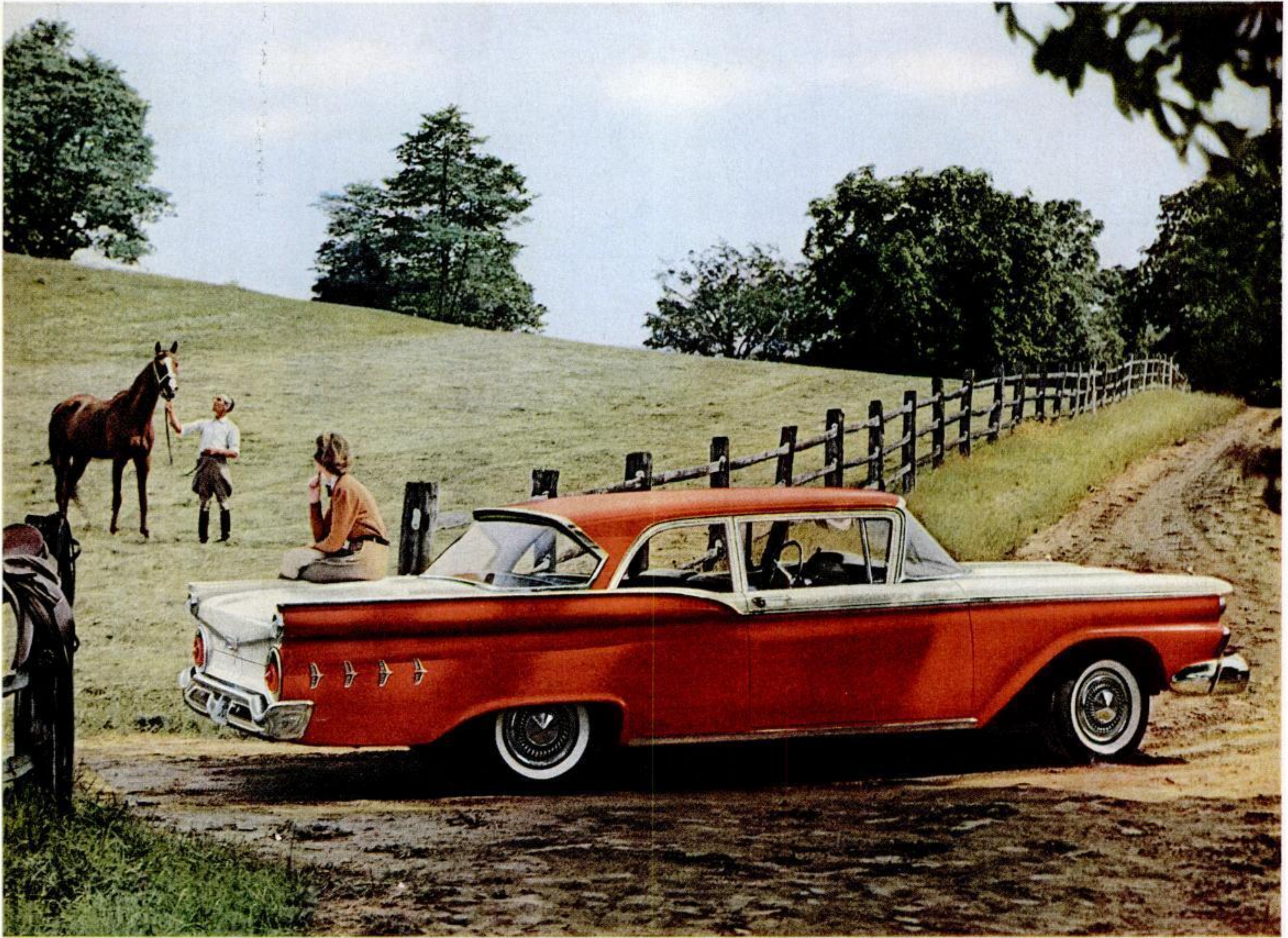
BUSY as all this sounds, the department went into real action only after the Little Rock situation began to heat up in August. Then Rogers' arrangements clicked with remorseless precision, and the great demonstration of inevitability was soon under way.

Walsh and eight other senior department officials comprised a special integration staff which for several weeks met every day, and sometimes all day, to follow the struggle as it developed in Virginia and Arkansas, the two states in outright defiance. Some 30 legal briefs, anticipating every imaginable issue that might arise in the courts, were drafted in advance. A direct telephone line was opened between the Department of Justice switchboard in Washington and U.S. Attorney Osro Cobb's office in Little Rock. Cobb and U.S. Marshal R. Beal Kidd were in constant touch with Walsh and frequently with Rogers. Before Governor Faubus closed Little Rock's white high schools, 43 hand-picked deputy marshals from states as far west as Colorado and as near as Alabama were brought to Washington for a secret, intensive course in police procedures and riot control, and were then dispatched to Little Rock. Marshal Kidd recruited 75 special deputies in Arkansas, trained them as best he could and had them standing by.

As it happened, the segregation battle of 1958 was fought—initially at least—in the courts instead of the streets. But when the Justice Department was called upon to act, it demonstrated overwhelmingly that the U.S. had the necessary legal resources in reserve and was prepared if necessary to use them to meet any situation. On the climactic day, the Supreme Court in Washington and an appellate court panel in Omaha were sitting simultaneously to deal with Little Rock litigation. The Supreme Court was to consider a possible postponing of integration at Central High School, the Omaha court to rule on the legality of a substitute system of "private" schools. In Washington, Rogers listened with silent satisfaction as Chief Justice Warren read the Court's historic reaffirmation not only of its original school decision but of its authority to find and declare the supreme law. Even while

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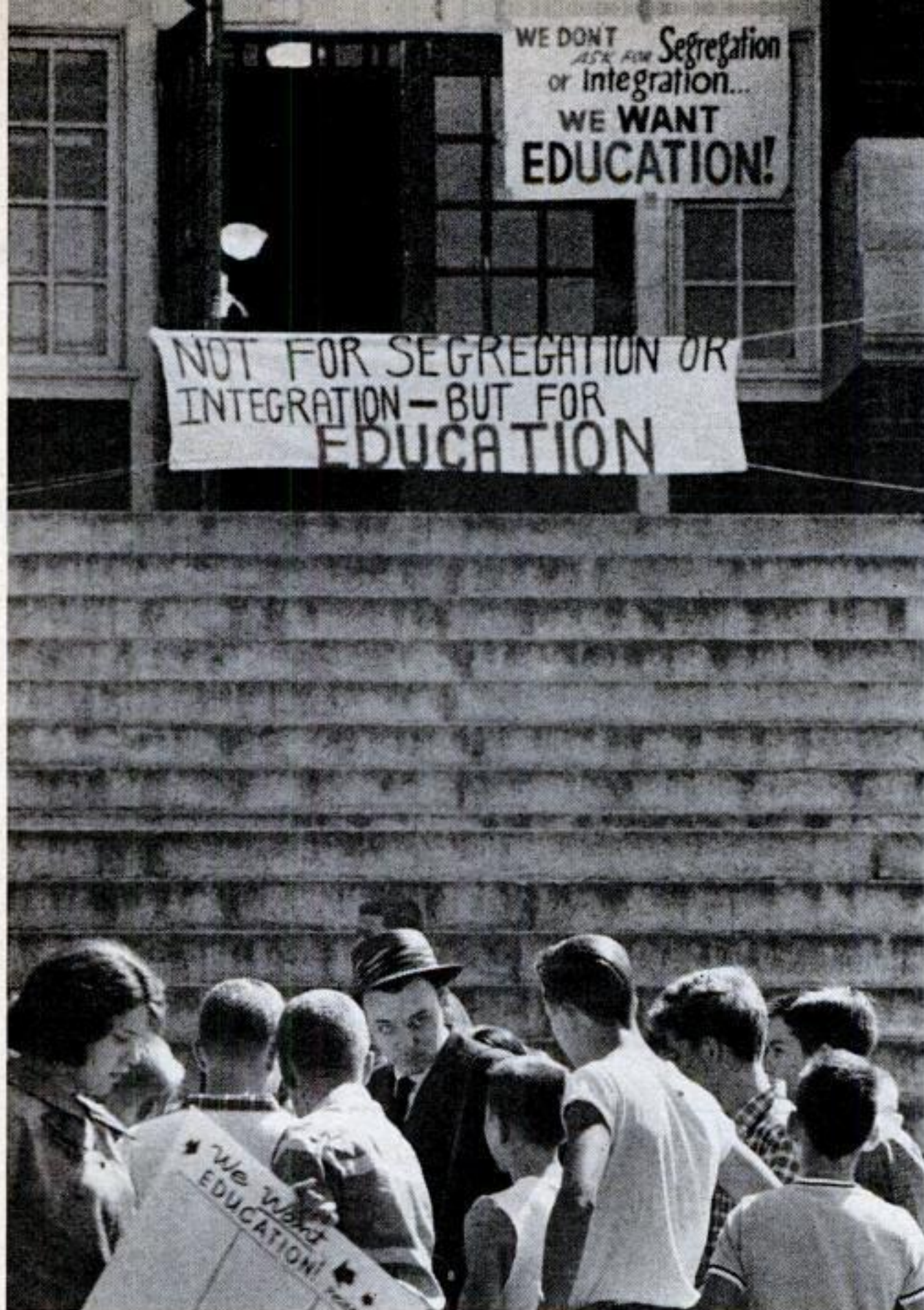


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ACTING LOCALLY as Rogers had hoped they would, students in Norfolk petition Virginia's Governor Lindsay Almond to open schools closed by state.

ROGERS CONTINUED

Warren was still reading out the opinion from the bench, the text was moving by special wire to Omaha, where department attorneys immediately presented it to the appellate judges. The Supreme Court had gone to unprecedented lengths to close every possible avenue of official evasion. Knowing what the high Court had said, the Omaha judges forthwith forbade the Little Rock school board to lease the closed high school buildings to the "private" corporation that had been set up to operate them with state funds.

Back in his capacious office at the Department of Justice, Rogers was on the Little Rock line until late afternoon, supervising the service of 125 formal notices of the Omaha order on every official and teacher who might take a hand in leasing or staffing the schools. It was the beginning of the end of phony "private schools" as devices to preserve segregation and a decisive point in Rogers' campaign to convince the South that compliance had to come.

President Eisenhower, who in private is much less aloof from the current battle than he appears to be in public, has reviewed and approved every major step Rogers has taken. The gist of the few briefs presented to courts by the Department of Justice has been reported in advance to the President and approved by him. On two recent occasions, he has made supporting statements prepared for him by Rogers.

What responsibility, if any, Rogers bears for the President's persistent refusal to endorse integration and the school decisions in principle remains a secret between Eisenhower and his Attorney General. Rogers does not discuss the subject. But examination of his speeches discloses a striking fact: with all of his eloquence, Rogers has never actually endorsed racial integration either. He has forcefully advocated compliance with the school decisions, but he has yet to say on his authority as Attorney General that those decisions are correct.

Despite his continuous activity, Rogers has never departed from the guiding rule that federal intervention should be kept to a minimum. At the moment, the Little Rock case is the only school litigation to which the federal government is a party. In Virginia, where at least ten cases are pending, the Department of Justice has stood completely aside.

Yet the Rogers tactic of letting local pressures do his work for him has brought faster results in Virginia than it has in Arkansas. Four segregationist daily newspapers, a state conference of parent-teacher associations, several legislators and 6,000 white citizens

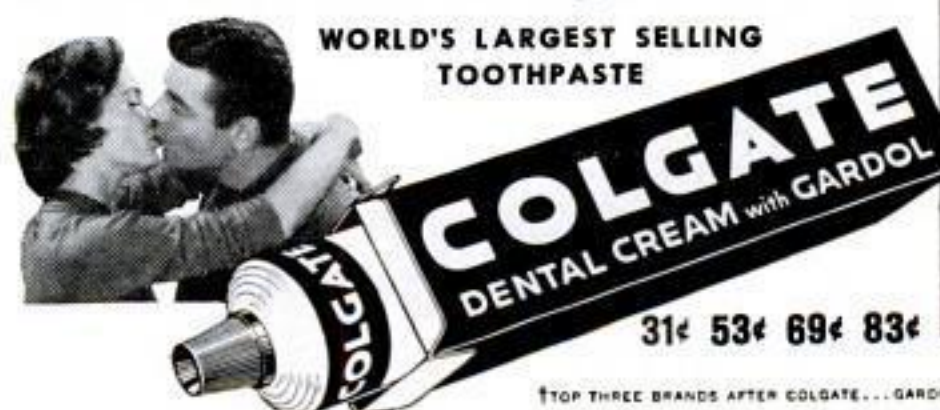
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IN HIS FIRST JOB after graduation from law school, Rogers was an assistant to New York City's prosecuting attorney, Thomas E. Dewey (right).

ROGERS CONTINUED

of Norfolk, where six schools are closed, have in effect called upon Governor Almond to abandon "massive resistance." Rogers has been hoping that white Southerners whose children were deprived of schooling would come into court to plead that a state may not constitutionally deny public schooling to some children while providing it for others. This would spare the federal government the painful task of seeming to demand a general closure of all public schools if any are closed. Last week two groups of white parents in Norfolk did exactly this, with suits that the Department of Justice would eventually have had to initiate if the school-less Virginians had not obliged.

In Arkansas, even Orval Faubus looks and sounds more and more like a man who wants out. He has noticeably softened his tone and manner and has admitted that there is no real prospect of replacing public schools with segregated schools of any kind. At the end of October, Rogers was getting hints that the governors of Arkansas and Virginia might soon be looking for some escape from the traps into which they had lured themselves and their states.

If the battle is yet to be won in Arkansas and Virginia, it has hardly been begun in such strongholds of segregation as Mississippi and Georgia. But in the first three months of his demonstration of inevitability, Rogers has accomplished more than anyone else has tried to accomplish on behalf of the federal government.

A smooth and sure rise

ROGERS' rise from nowhere in the best American tradition seems in retrospect to have been as smooth and sure as the Attorney General is in person. He was a small-town boy from up-state New York who worked his way, with scholarships, through Colgate University and Cornell Law School and chanced to hit Thomas E. Dewey for a cub attorney's job at just the right moment in 1938. He proceeded in the next 12 years to found a family, to prove himself as a trial lawyer, to serve in the wartime Navy and to make a solid record in Washington as the unusually efficient and fair-minded chief counsel of a Senate investigating committee. Eight years ago he went to work as a salaried associate, ranking below the most junior partner, for a New York and Washington law firm headed by former Secretary of the Army Kenneth Royall, one of the many men of influence who have admired Rogers and been happy to further his ascent.

A typical conjunction of ability and luck set Rogers on his present trajectory in 1952. Royall happened to be an Eisenhower Democrat. General Lucius D. Clay, friend and mentor of General Eisenhower, happened to be looking for a bright young lawyer to assist in sandbagging the rival forces of Senator Robert A. Taft at the forthcoming Republican Convention in Chicago. Clay asked Royall to provide the lawyer, Royall proffered Rogers—and Bill Rogers was on his way. He did a savage and brilliant job of discrediting Taft's southern delegations, mightily impressed Herbert Brownell in the course of it and was a natural choice for Deputy Attorney General when the first Eisenhower team was chosen.

The 1952 convention also brought Rogers into his first close association with Richard Nixon, who generally gets more credit than he deserves for putting Rogers where he is today. Their friendship

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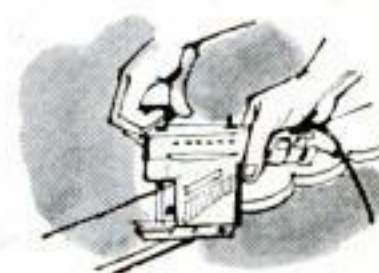
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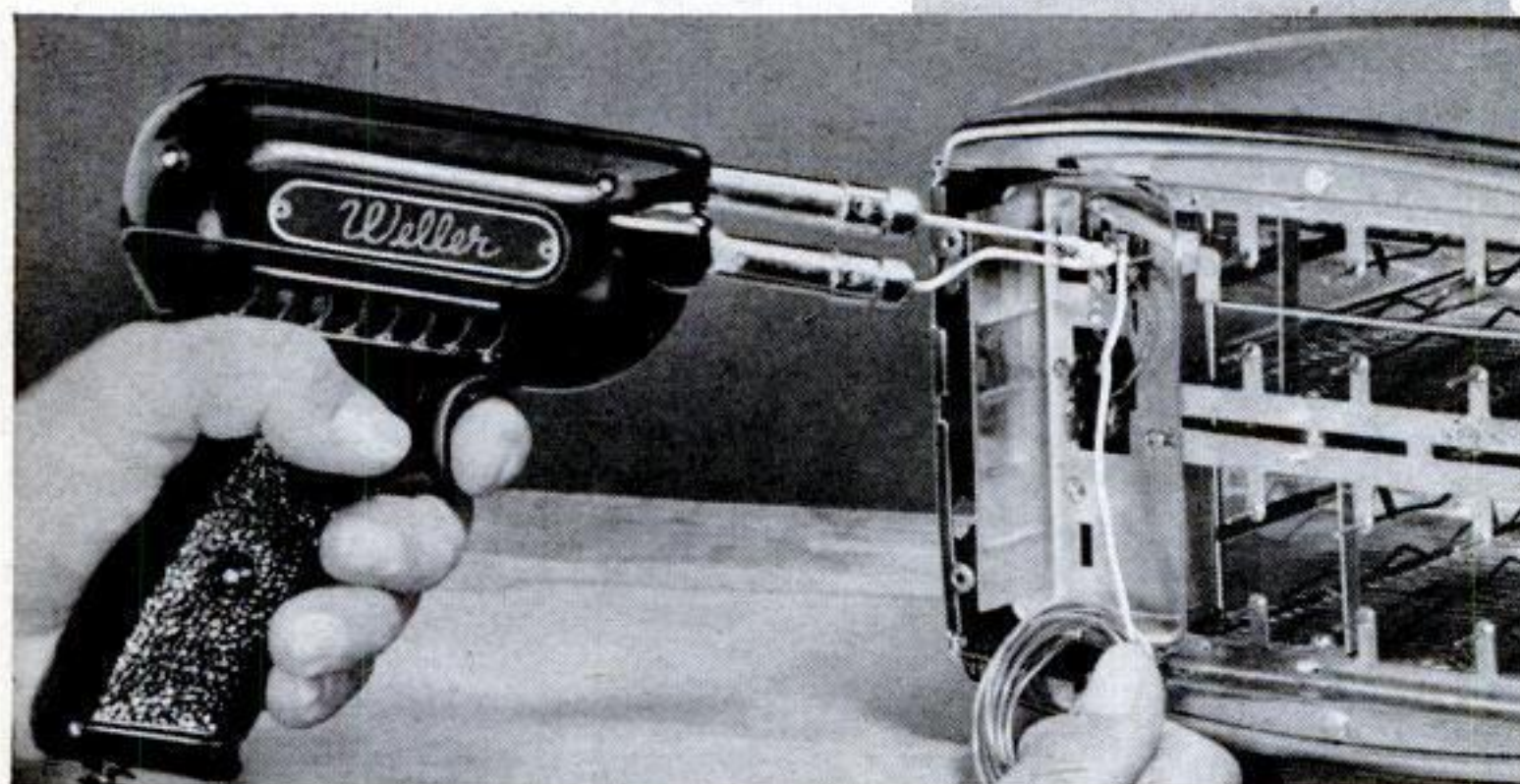
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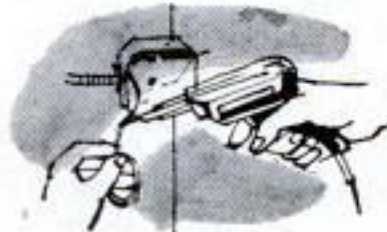
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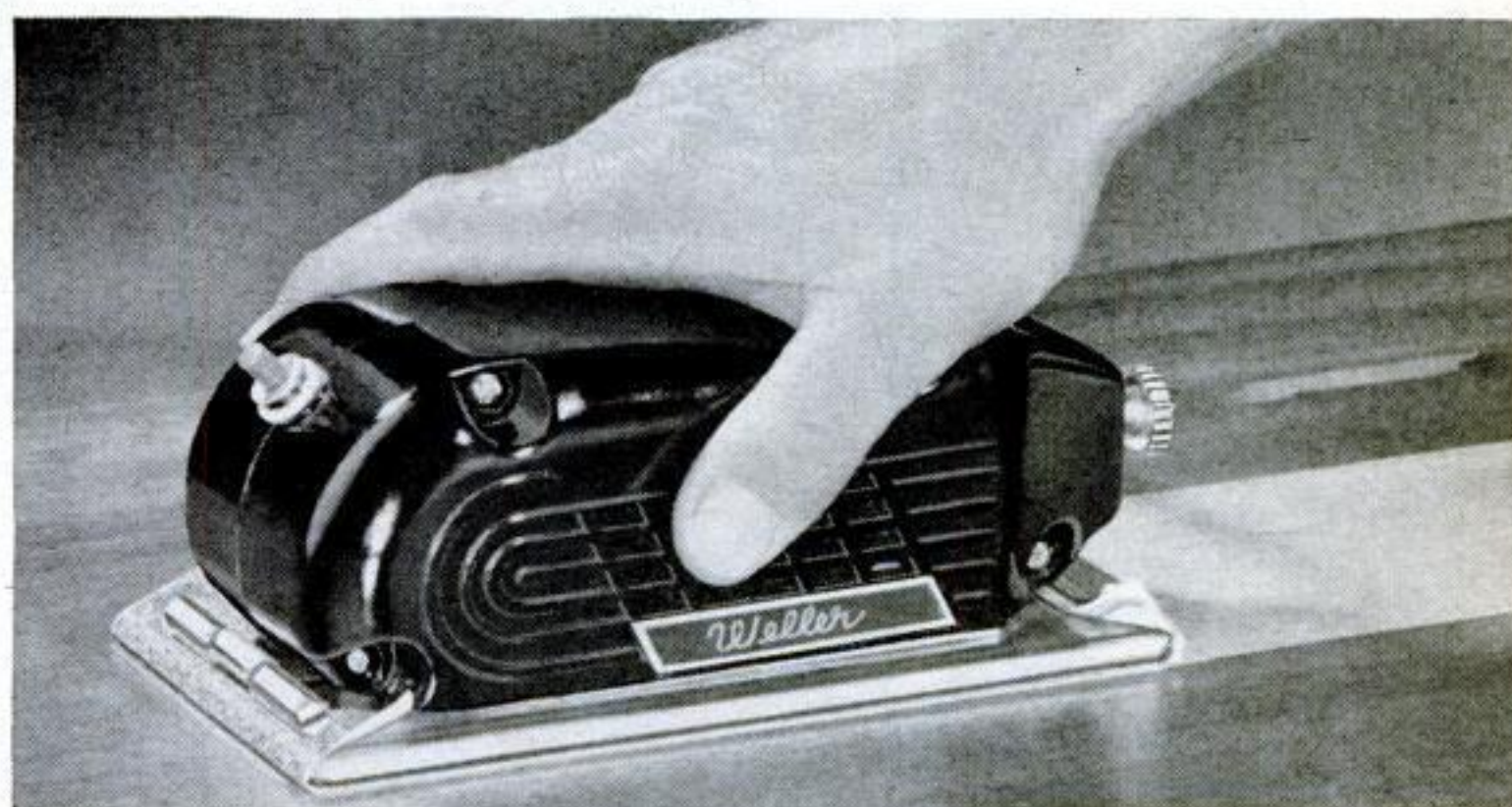
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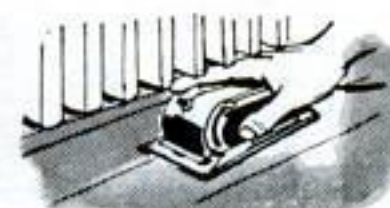
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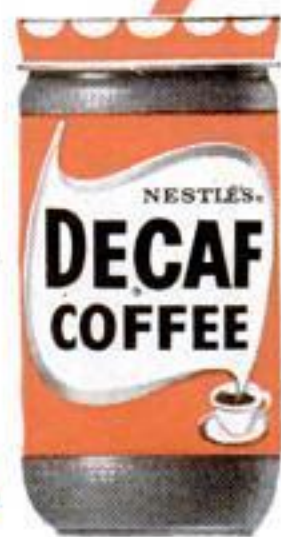
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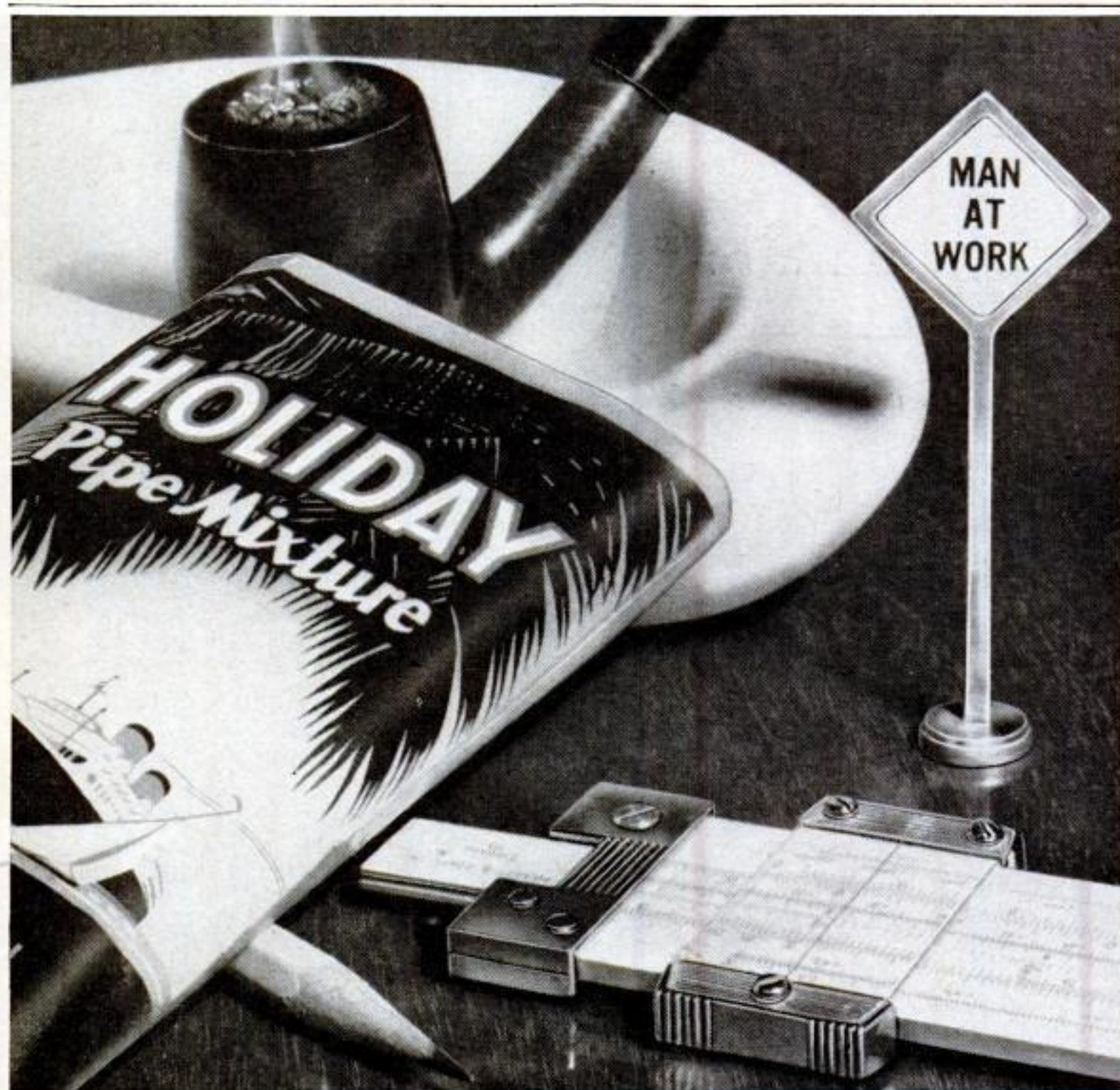
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AS ADVISER TO NIXON in 1952, Rogers helped plan famous telecast in which Nixon defended his acceptance of special campaign funds. Here on the day of telecast Rogers takes time out with Nixon at a Los Angeles hotel pool.

ROGERS CONTINUED

ripened in the campaign controversy that all but destroyed Nixon when word seeped out that a group of California supporters had put up \$18,000 to meet some of his political expenses as a Senator. Rogers, who was campaigning with Nixon on the Pacific Coast when the scandal broke, is universally credited with conceiving and staging the famous TV appearance in which Nixon, accompanied by his wife, managed to combine a frank confession of the facts with a magnificent display of innocence, thereby saving himself from being thrown off the Eisenhower ticket. Maintaining that his role in the Nixon triumph has been wildly exaggerated, Rogers says that what really counted was that "he knew that I had complete confidence in him. I stayed with him when all sorts of people were deserting him."

However that may be, Rogers then and there was indelibly stamped as "Nixon's man." Soon after Rogers was chosen to be Deputy Attorney General, Nixon confided to at least one reporter that he had recommended the appointment. Herbert Brownell, who should know, says that Nixon had nothing to do with it, and other evidence suggests that Rogers would have got the job even if he had never met Nixon. The multitudes who think of Rogers as Nixon's man will find it even harder to believe that the President promoted Rogers to Attorney General solely on his merits and Brownell's recommendation, but such appears to be the case. If Nixon even knew that Rogers was to get the top job when he did, some distinguished members of the Eisenhower political family are plain liars.

Whatever Nixon has had to do with Rogers' advancement, the importance of their relationship is too obvious for denial. When President Eisenhower had his heart attack in 1955, it was to Rogers' home that Nixon retired for privacy and counsel. Rogers was again at the Vice President's right hand when Nixon and Eisenhower formalized their arrangement for a temporary delegation of presidential powers, should incapacity of the President ever make it necessary. When Nixon was deciding whether to risk his prospects for the presidency in 1960 by taking an active role in this year's unpromising campaign, he turned again to Rogers for advice and reassurance.

A friend predestined for leadership

ROGERS makes no bones about his fondness for Nixon and his belief that Nixon is likely to become President of the U.S. "Ever since I have known the Vice President," Rogers says, "I have had a feeling about him that I think a lot of other people have. It is that he is predestined for national leadership."

Rogers obviously would like to minimize the relationship. "I am sure that the fact that we are friends doesn't hurt me any," he says, "but I doubt that it is as important as people think." He refuses to say much more about it. His extreme reticence invites a suspicion that there is something to hide, and some of his friends have a shrewd idea of what that something is. It is that Rogers, with his sharp sense of politics and timing, has been more useful to Nixon than Nixon has been to Rogers. Rogers would be the last man to

CONTINUED ON PAGE 135



Ruth Jones checks telephone handsets at our Indianapolis Works.



TELEPHONE HANDSET TAKES FINAL EXAM

This "mechanical voice" testing machine gives the last of dozens of tests to a telephone handset. When combined with the rest of the telephone it will be turned over to a Bell telephone company and put to work . . . to serve you long and faithfully.

High quality is built into all the products Western Electric makes . . . the telephone itself, wire and cable, huge dial switching systems . . . yet we thoroughly test everything before it goes to the Bell telephone companies.

Why? Because all must stand ready to work together instantly and perfectly if you are to enjoy dependable telephone service.

Making telephone equipment that won't let you down . . . that's Western Electric's main job as manufacturing and supply unit of the Bell System.

Western Electric



Western Electric manufacturing and supply unit of the Bell System

2 New Pillsbury

(AND DON'T FORGET YOUR FIRST LOVE...

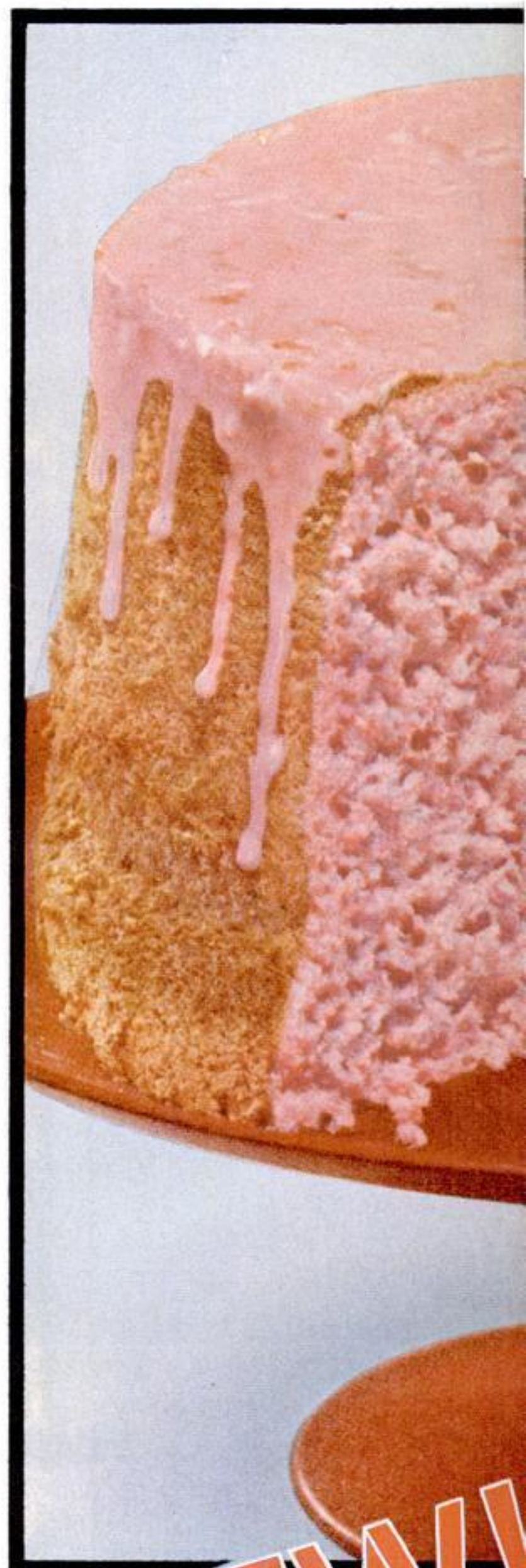
each one has the whites of 13 country-fresh eggs



NEW!

Chocolate Chip Angel

Surprise! Little islands of chocolate scattered through and through tender white angel food. They add melting chocolate goodness to each lovely light bite. Chips of pure sweet chocolate are right in the mix. Water is all you add. When they ask, "What's for dessert?" this is the new answer they'll love.



NEW!

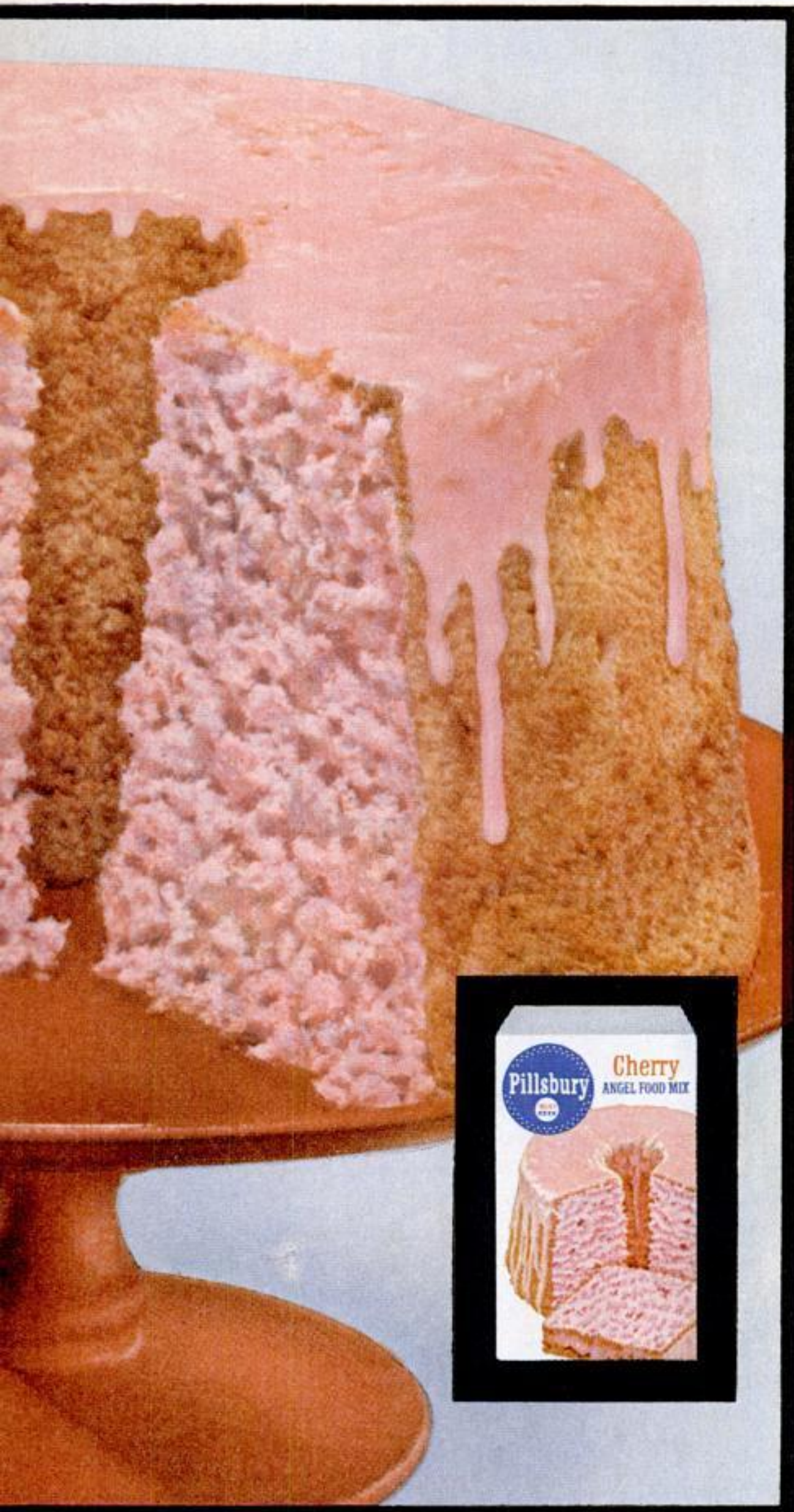
Angels

WHITE ANGEL)

right in the mix



*Nothing says lovin' like something from the oven . . .
and Pillsbury says it best!*



...and famous Pillsbury White Angel

Queen of angel cakes: high, light, and lovely! With the tender texture and delicate flavor you expect of the best homemade angel. Pillsbury puts the finest, soft cake flour and the whites of 13 country-fresh eggs right in the mix. You add water. Doesn't someone in your family deserve this special treat tonight?

Cherry Angel

Isn't this cake a heavenly pink? It bakes up light as a cloud, with real cherry color and flavor in each forkful. Crystals made from red ripe cherries are right in the mix. Like actual bits of fruit, they spread real cherry charm all through the cake. For this beautiful blushing angel, just add water. What could be easier?

10-702-102-407

Take this coupon to
your grocer and

SAVE

10¢

on any of these three
Pillsbury Angels

OR
OR

TO GROCER: If you honor this coupon when presented by retail customer, issuing manufacturer will redeem for 10¢ plus 2¢ handling cost, providing you surrender coupon to manufacturer's salesman or mail to address below. Void unless initially presented to you by retail customer or where prohibited, taxed or otherwise restricted or abused. Cash value 1/10¢. **This coupon expires May 31, 1959.**
 The Pillsbury Company, Box 802, Minneapolis 40, Minn.

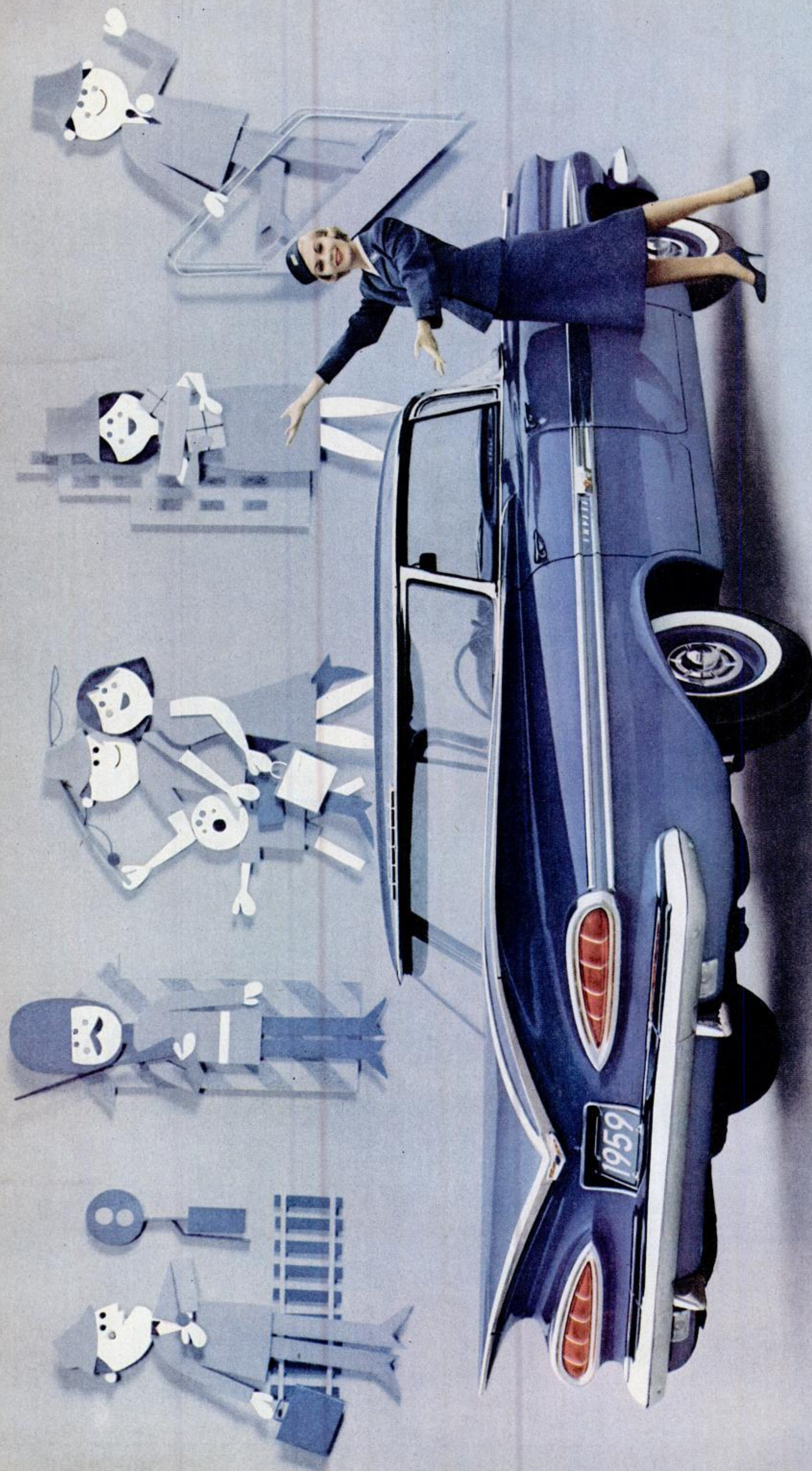
BUSINESS

TRAVEL

VACATIONS

SHOPPING

CONVENTIONS



Here and now...Hertz has the new 1959 Chevrolet!

Hertz Rent A Car—always first with the newest and finest cars—has the beautiful new 1959 Chevrolet today at Hertz offices everywhere.

Now you see it... and now you can rent it! For today, the new 1959 Chevrolet is at Hertz offices the country over. And you can rent one with just a phone call to your local Hertz office.

You'll get a new Chevrolet Impala or Bel Air with automatic drive and power steering—at the regular Hertz rate! All gasoline, oil and proper insurance is included in this low rate, too. Try The Hertz Idea. For business trips, for pleasure trips, or just for the

fun of driving one, rent an exciting new Chevrolet or other beautifully maintained Hertz car. The number to call is listed under "Hertz" in alphabetical phone books everywhere. Our fast, efficient reservation service will put the kind of car you like to drive at your disposal wherever in the world you're going. For Hertz has more offices in more cities by far where you can rent, leave and make reservations for a car! Hertz Rent A Car, 218 S. Wabash Avenue, Chicago 4, Ill.

More people by far...use

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ROGERS CONTINUED

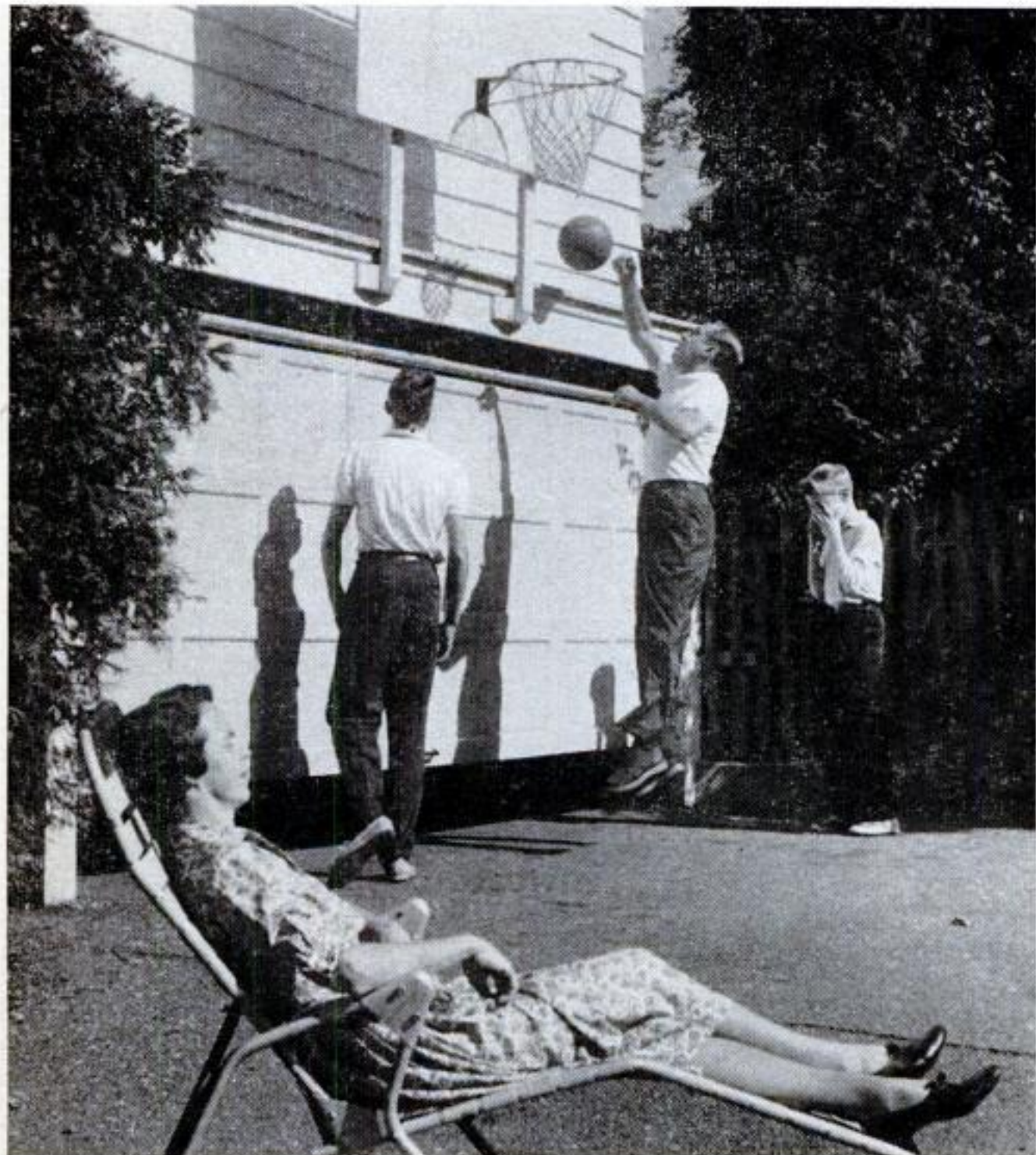
want such a thing made known, partly because of modesty and also because it might impair his relationship with Nixon.

An indication that Rogers definitely is not Nixon's man in one important sense, and that Nixon does not expect him to be, became the talk of the Department of Justice on and after March 18, 1954. On that date, in a confidential memorandum to the department's division heads, Rogers distributed a brutal warning that Murray Chotiner, a Los Angeles lawyer who had managed Nixon's 1952 campaign in California, was trying to make direct representation on behalf of clients in several tax cases. Rogers made it clear that Chotiner was not to get favored treatment—or appear to get any. A Senate committee later tried to pry the memorandum out of the department, assuming that it would show special favor to Chotiner. Rogers refused to release it to the committee because, as he told associates at the time, "I don't want to make myself look good at the expense of someone else."

A trivial facet of the curiosity about him and Nixon irritates both Rogers and his wife. "People are always asking me and Adele how often we 'drop in' on the Nixons and they 'drop in' on us," Rogers snorts. "I don't know what could be more absurd. Neither we nor the Nixons are dropper-inners. They are like us. When they have an evening off, all they want to do is have dinner with the family and get to bed."

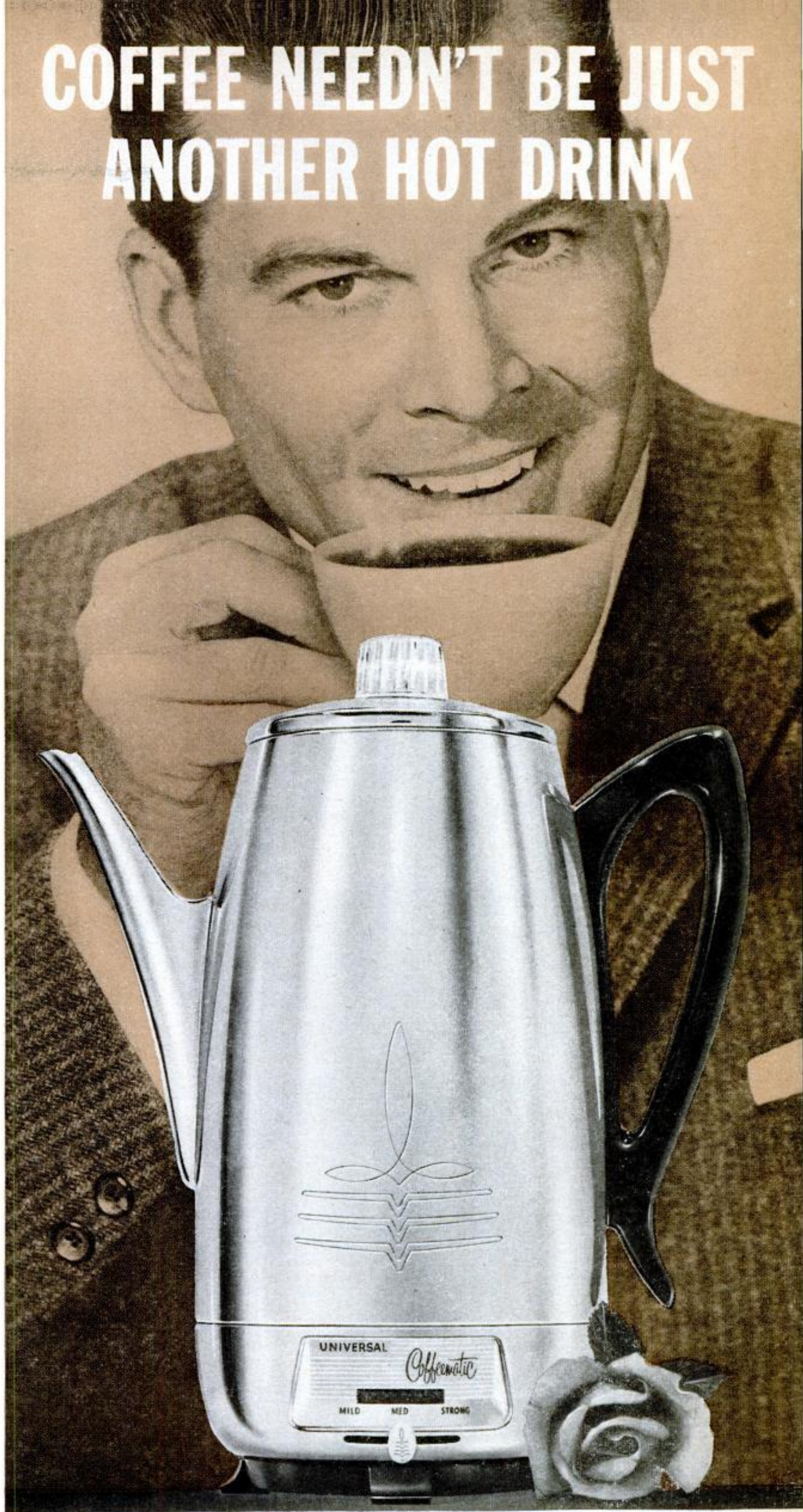
With or without Nixon, where does William Pierce Rogers go from here? That is quite a question for a man of 45 who is Attorney General of the United States and just hitting his stride. Should Nixon's political fortunes remain unimpaired after this campaign and in the next two years and should the 1960 campaign and election go as Rogers hopes they will, he presumably can have any position he wants under the next president. Rogers has never run for anything and, as of today, could probably not swing 100 votes in the entire U.S. But if he stays on top of the segregation issue and continues to do well otherwise as Attorney General, he could be a formidable candidate for national office. The moment he leaves his present job, provided always that he does not come a cropper in it, he will be welcome at the top of any number of big law firms, where he could earn a great deal of money in a very short time.

"I'll tell you something about me that you probably won't believe," Rogers said recently when he was asked to discuss these or any other possibilities that he might have in mind. "I know that people say I'm ambitious, and I suppose I am, in a way. But—and this is what you won't believe—I've never had a specific ambition. I mean by that, I've never looked ahead and said to myself, 'I want this or that particular job.' I think that I have been very lucky in that way. I haven't worried about what I was going to do next and nobody else has had to worry about it either."



KEEPING FIT, Rogers plays basketball at his home in Bethesda, Md. with his sons Jeff, 14 (left), and Doug, 12, as Mrs. Rogers takes some sunshine.

COFFEE NEEDN'T BE JUST ANOTHER HOT DRINK



... get the **NEW**

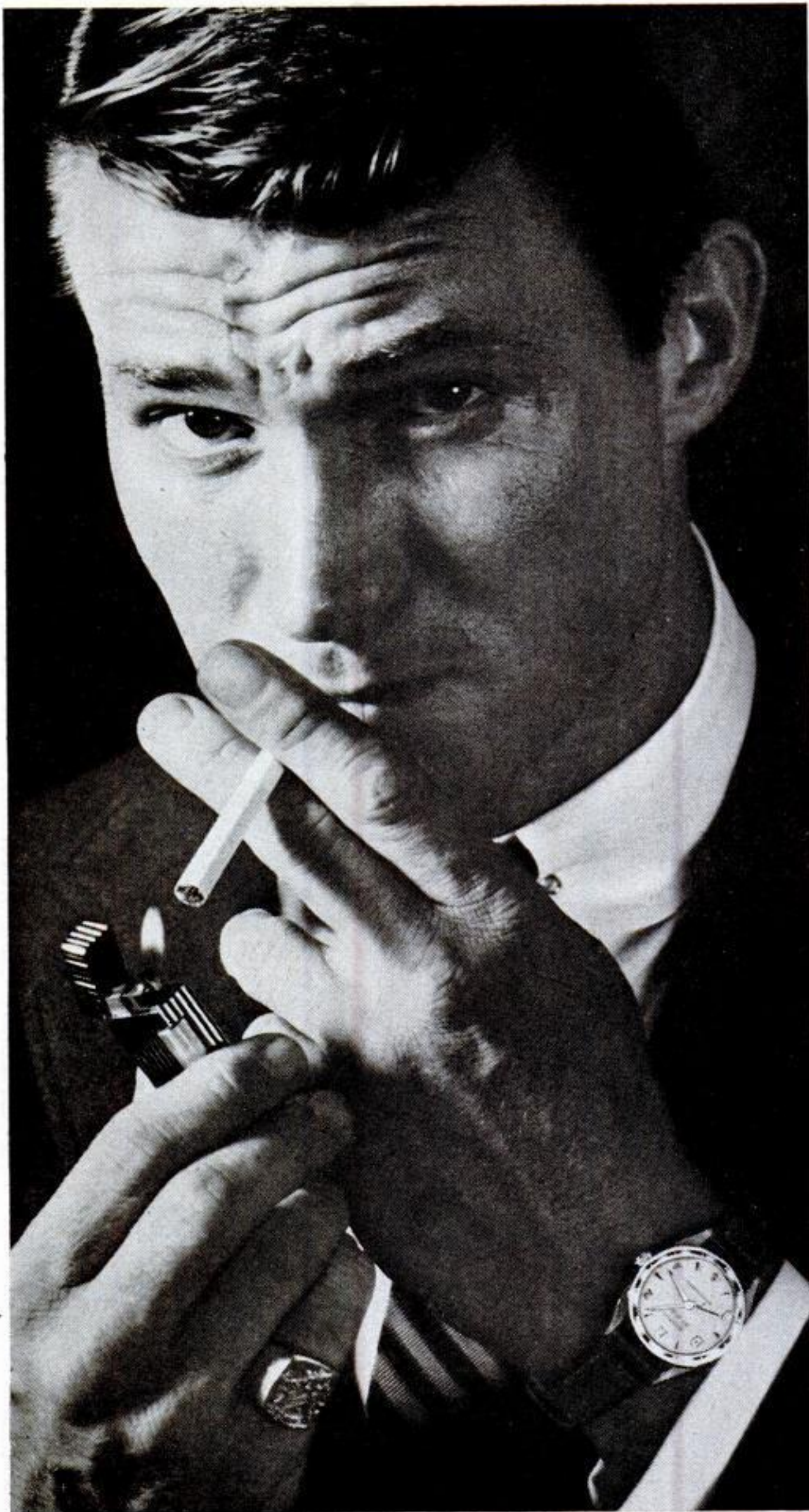
UNIVERSAL *Coffeematic*

with the **FLAVOR-SELECTOR**

Deluxe ten-cup model **\$29.95**
Chrome on solid copper
Others, \$19.95 to \$32.95

To regain your zest for *real* coffee . . . to fully enjoy its fragrant aroma, its satisfying, full-bodied flavor—you need a new Universal Coffeematic. Just set it to the strength you prefer. Coffeematic brews to perfection, signals when ready and keeps coffee at serving temperature without increasing the strength. Yes, there's new coffee enjoyment waiting for you at your Universal dealer's.

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LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.



He's wearing the Bulova "23" with leather strap. \$59.50

...give him the watch that has everything—but a high price tag!

BULOVA

- 23 jewels
- Waterproof*
- Self-winding
- 6 precision adjustments
- Shock-resistant
- Anti-magnetic
- Unbreakable mainspring
- American-made throughout

"23"
from
\$59⁵⁰

It all adds up to that Bulova difference in the world's best-selling, fine watch! Bulova also gives you the world's best choice of fine watches—priced from \$29.75 to \$2500. Your authorized Bulova jeweler will be happy to help you gift-shop; he knows Bulova watches inside and out. Visit him soon.

*When case, crystal, and crown are intact. Certified waterproof by U.S. Testing Co., Inc.

When you think
he has everything
(looks, brains
and brawn)



Above: "23" 4-diamond dial. Yellow or white. \$125

Left: "23" Combination leather and metal expansion band. \$95

All prices include Federal Tax.

**LOOK FOR
THAT BULOVA DIFFERENCE**

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LINED UP FOR SPECIAL PRACTICE IN UNUSED BOSTON & MAINE RAILROAD COACH AT NORTHAMPTON, MASS., SMITH FRESHMEN HEAVE BAGS ONTO RACKS

College Class in Luggage-lifting

"Keep your pelvis over your feet. Apply your free hand at the center of weight. Now all lift!" At their instructor's command a group of Smith College freshmen gracefully demonstrated their mastery of a new facet of the college curriculum: redcapping. For years Smith's physical education department has been teaching posture to its freshmen. But when redcap porter service was cut back at nearby railway stations, the college found that the girls were displaying un-Smithlike sags and sways as they struggled with their suitcases. To preserve both appearances and backs, the college added luggage-handling to the course. Now Smith girls can swing a bag as well as any pro. But how useful they will find their new skill is another question. "A girl who tries," explains one freshman, "can almost always find some man to help her with her baggage."

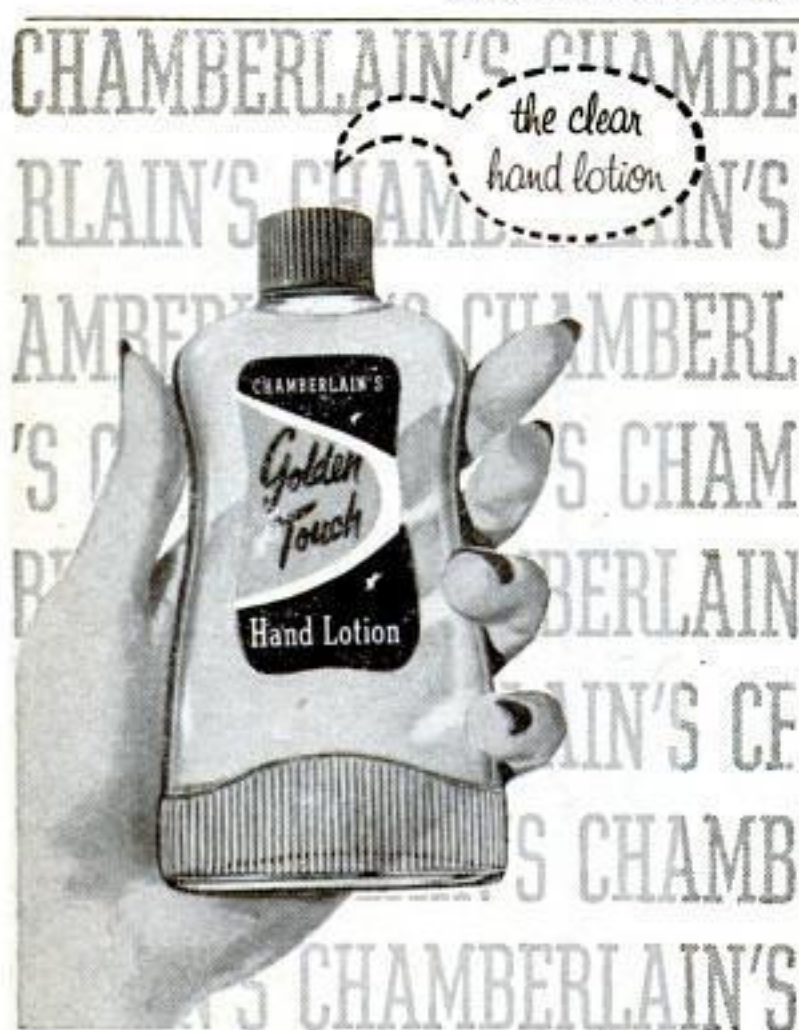


CARRYING MOTTO of physical education department, two girls at regular class are told by Assistant Professor Anne Delano to follow motto as they lift.



Seamless control! It's Diminuendo* by *maidenform** the smooth, smooth girdle with no bulky set-in panels! Just pretty blue stitching to firm you fore and aft — to make you look at least a size slimmer, too! Nylon power net. Girdle, 5.95 — pantie, 6.95.

*REG. U.S. PAT. OFF. ©1958 MAIDEN FORM BRASSIERE CO., INC. NEW YORK 16, N.Y.



Clearly your best moisturizer

When your hands are rough, red and dry, dermatologists say they lack moisture, not natural oils. Chamberlain's clear Golden Touch Hand Lotion contains not one but two of the most effective humectants known to science. Humectants are amazing clear fluids which control the delicate moisture balance of your skin by preventing the evaporation of vital skin moisture.

The secret of soft, smooth, lovely hands is moisture balance. Get clear, moisturizing Chamberlain's Hand Lotion today. At all toiletry counters.

CHAMBERLAIN'S
Clearly your best hand lotion



Freshened, Revitalized with Relief from Tired, Irritated Eyes in SECONDS!

Just two drops of safe EYE-GENE in your eyes—and presto!—gone is that tired, irritated look and feeling due to smoke, glare, dust, lack of sleep, TV, etc. Use every day. 50¢, 75¢, \$1.25 in handy eye-dropper bottles at drug counters.

Safe EYE-GENE



SEE THE REVOLUTIONARY NEW
AUTOMATIC DISPENSING
Shetland floorsmith
RUG CLEANING
FLOOR POLISHER
SCRUBBER • WAXER • BUFFER
\$79.00 Fed. Tax Inc.
PAYS FOR ITSELF
IN ONE ROUND OF
RUG CLEANING
At Better Stores Everywhere
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FALSE TEETH Wearers... Use Improved, Softer EZO Dental Cushions!

Grips Dentures Firmer, Quicker
Helps Keep Seeds Out
Helps Ease Pressure on Gums
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Helps Prevent Clicking
Need a thicker cushion for your lower plate?
Ask for New EZO Heavy Gauge Cushions!
At Your Favorite Drug Counter **60¢**



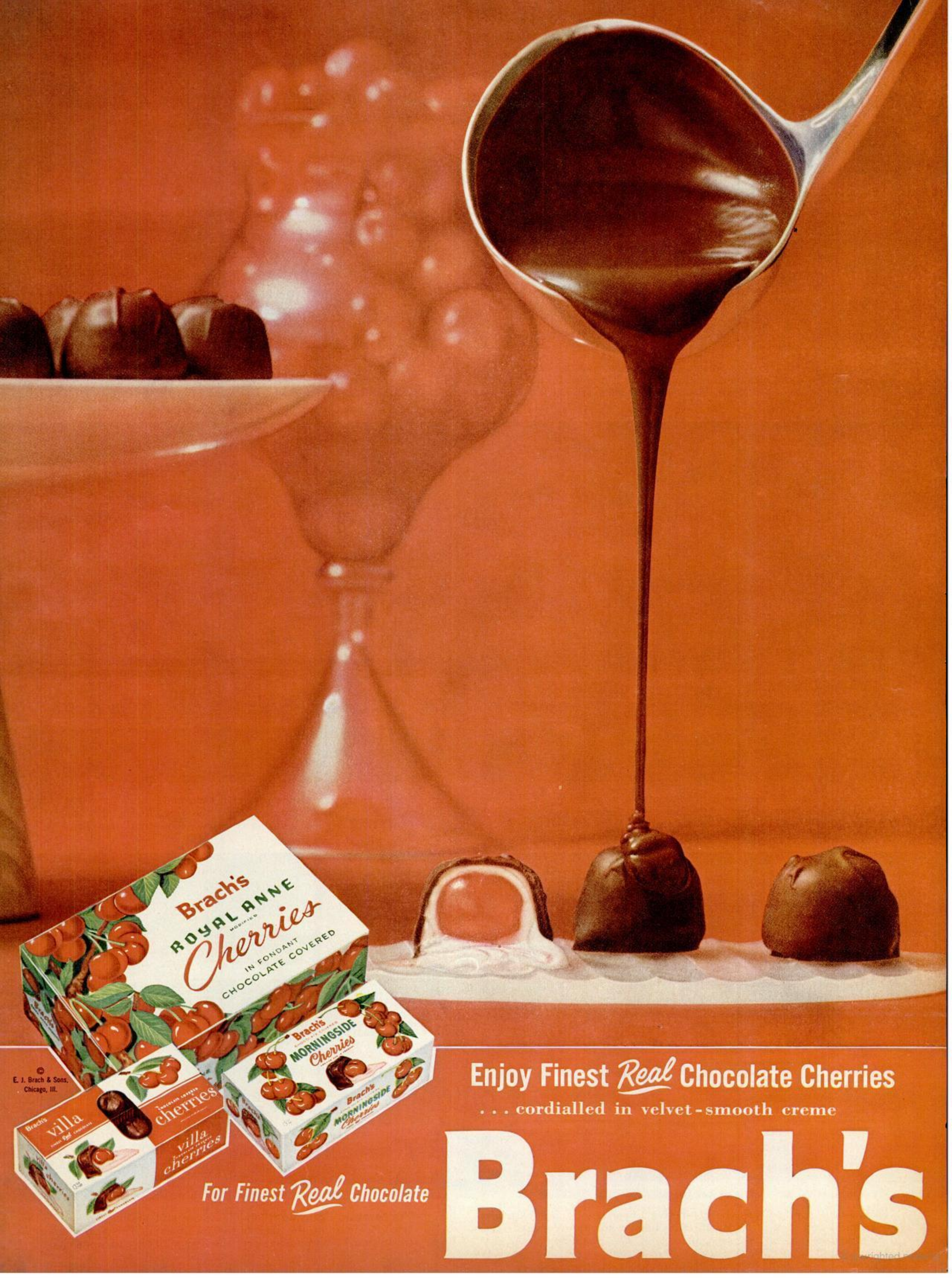
LUGGAGE-LIFTING CONTINUED



STRETCHING BACKS, girls work out on mats in pairs. One girl buttresses partner's back and presses her head forward. Exercise makes backs flexible.



PRACTICING LIFTING, students first crouch (above). On rising (below) they put pressure on legs instead of backs. Bags contain 12-pound weights.



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E. J. Brach & Sons,
Chicago, Ill.

Enjoy Finest *Real* Chocolate Cherries
... cordialled in velvet-smooth creme

For Finest *Real* Chocolate

Brach's

PLYMOUTH

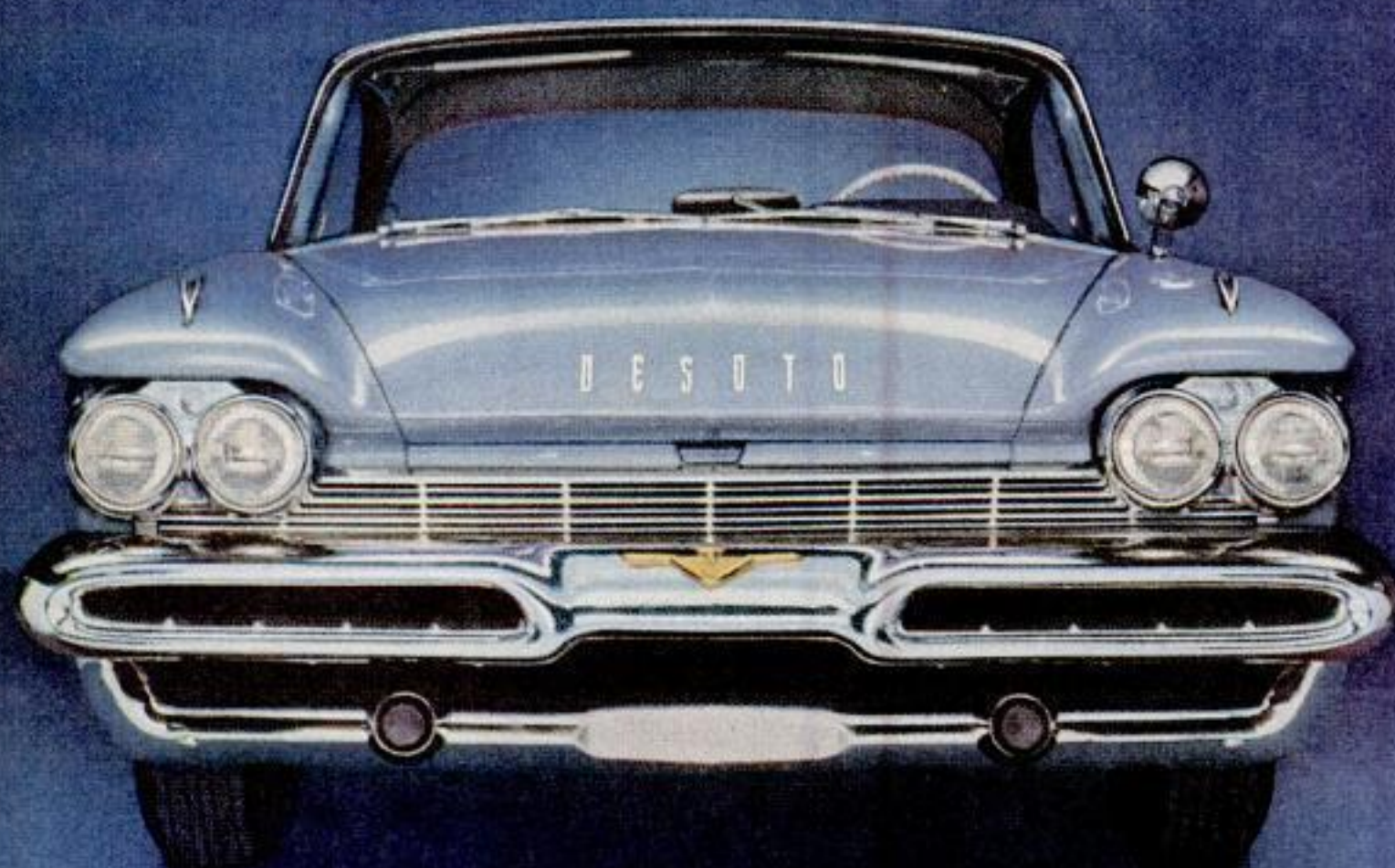


Plymouth for '59 is longer—looks lower and wider too. The massive grille and big low-slung bumper give it a powerful poised look. Notice how the headlamps "float" against deep-set black.



New sports deck for Plymouth is an elegant optional touch this year. Note the clean sweep of fins, edged with chrome. Lights blend into the rear—neat, decorative, and completely in proportion.

DE SOTO



De Soto for '59 has its own kind of low powerful grace. The big handsome bumper is tipped with black rubber. Notice the view through compound windshields—introduced by Chrysler Corporation!



Black bumper guards set against chrome is one of the first things you'll notice about De Soto from the rear. Then, the triple tail-lights. Look at the window area in back too—on *all* our cars.

IMPERIAL



Imperial for '59 has the distinctive Imperial look, but with new richness and look of leadership. Headlamps are lower, signal lights still lower—and all protected and set off with gleaming chrome.



The famous "gunsight" taillights are still the most recognizable style trademark on the road, in the '59 Imperial. This year a graceful streamlined bumper underscores the rear with elegant simplicity.

DODGE



Dodge for '59 is all new. Headlamps are set under sweeping chrome brows. The bumper swoops down low, then up and around. And, like all cars of The *Forward Look*, there's safety glass all around.

Looks fast even standing still. Sculptured fins and lights give the '59 Dodge a distinctive flair. Notice how the trunk on this and our other cars opens wide and *low*—makes it easy to load and unload.

CHRYSLER



Chrysler for '59 has a new engine—and looks as powerful up front as it *is*. Headlamps blend into the handsome aluminum grille, with parking and turn signal lights just below.

You can't see the tail pipes on the 1959 Chrysler because they're hidden, to go with the clean, modern look in back. The new bumper is low, massive and functional, protecting both plates and lights.

How to spot The new 1959 Cars of The *Forward Look*

The cars that can do what they look like they can do

As you can see here, there's no mistaking the new 1959 Cars of The *Forward Look*, coming or going.

But it takes a drive to bring out the difference great engineering makes.

They take corners like a cat . . . don't bob their tails when you start fast . . . don't dip their noses when you hit the brakes. That's Torsion-Aire Ride. Makes them the best-handling cars in America—and doesn't cost you a cent extra.

You can have Pushbutton TorqueFlite controls that are next to your left hand—so your right can stay on the wheel. Constant-Control power steering that helps you

full time—not just on turns. The surest brakes you've ever felt underfoot. New engines that give you even greater performance and economy than last year's!

You can have seats that swivel when you get in and out, headlights that dim themselves automatically when you meet another car, and a rear vision mirror that adjusts itself electronically to take the glare out of night lights.

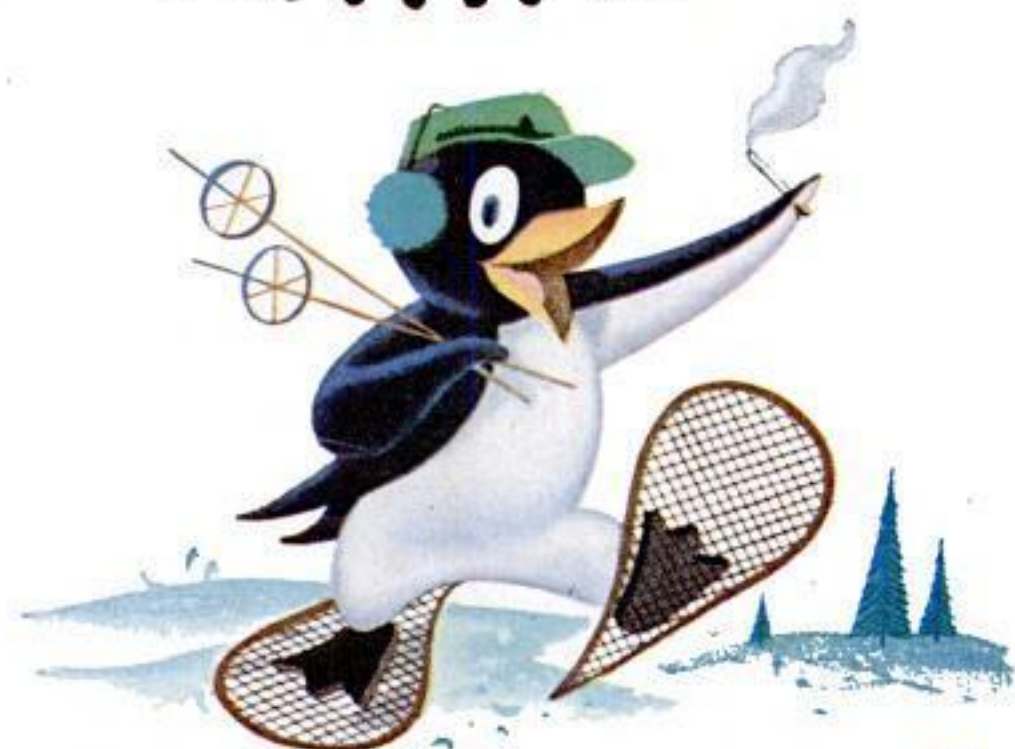
And all this is just part of the story! Why not get it all? Take an hour this week to see how it feels to drive cars that can do what they look like they can do—the exciting new '59 Cars of The *Forward Look*.

Chrysler Corporation



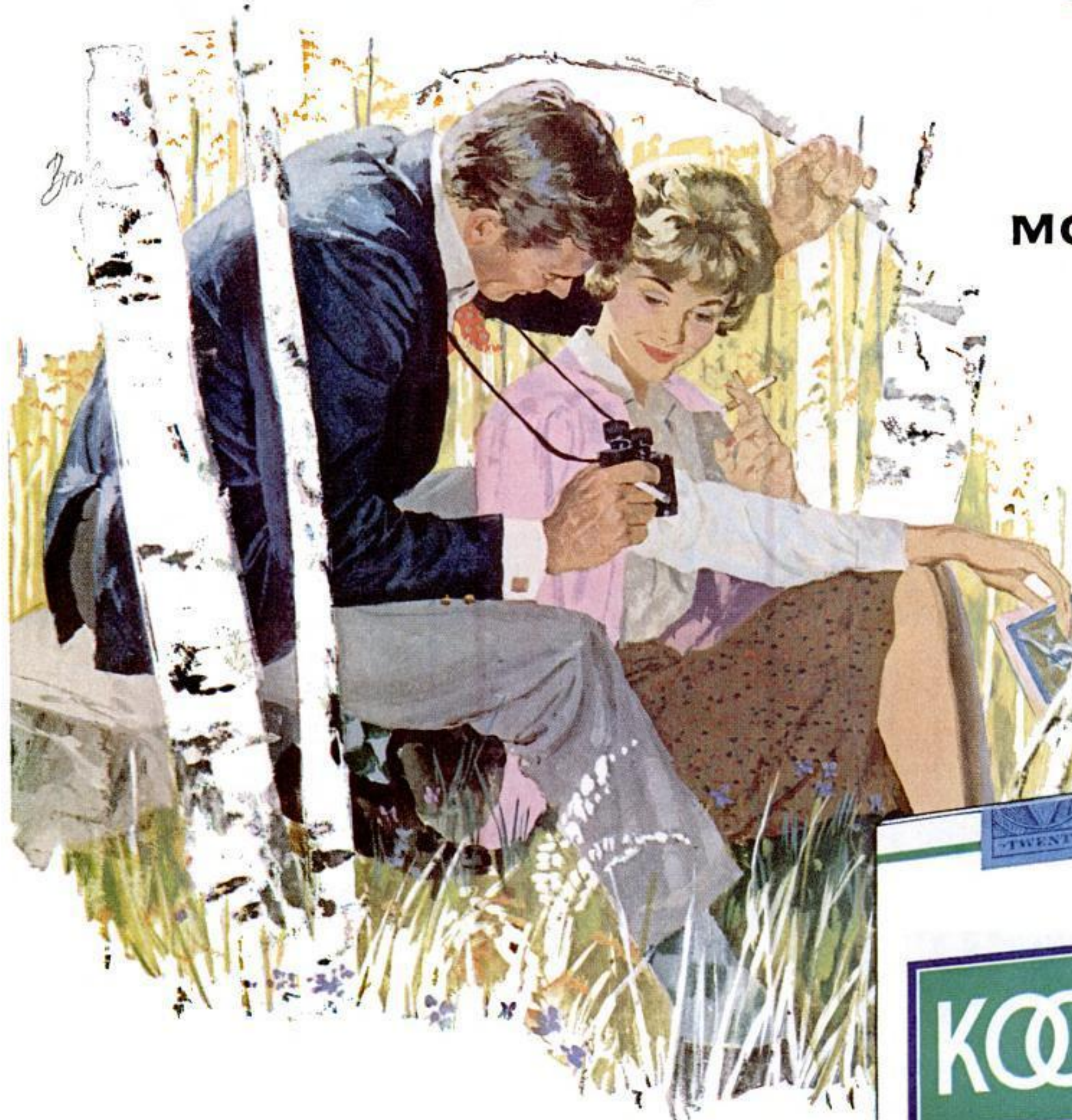
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SWITCH FROM **HOTS** TO



Snow Fresh KOOL

AMERICA'S
MOST REFRESHING
CIGARETTE



What a wonderful difference when you switch to Snow Fresh KOOL! At once your mouth feels clean and cool . . . your throat feels smoothed, refreshed!

Enjoy the most refreshing experience in smoking. Smoke KOOL . . . with mild, mild menthol . . . for a cleaner, fresher taste all through the day!





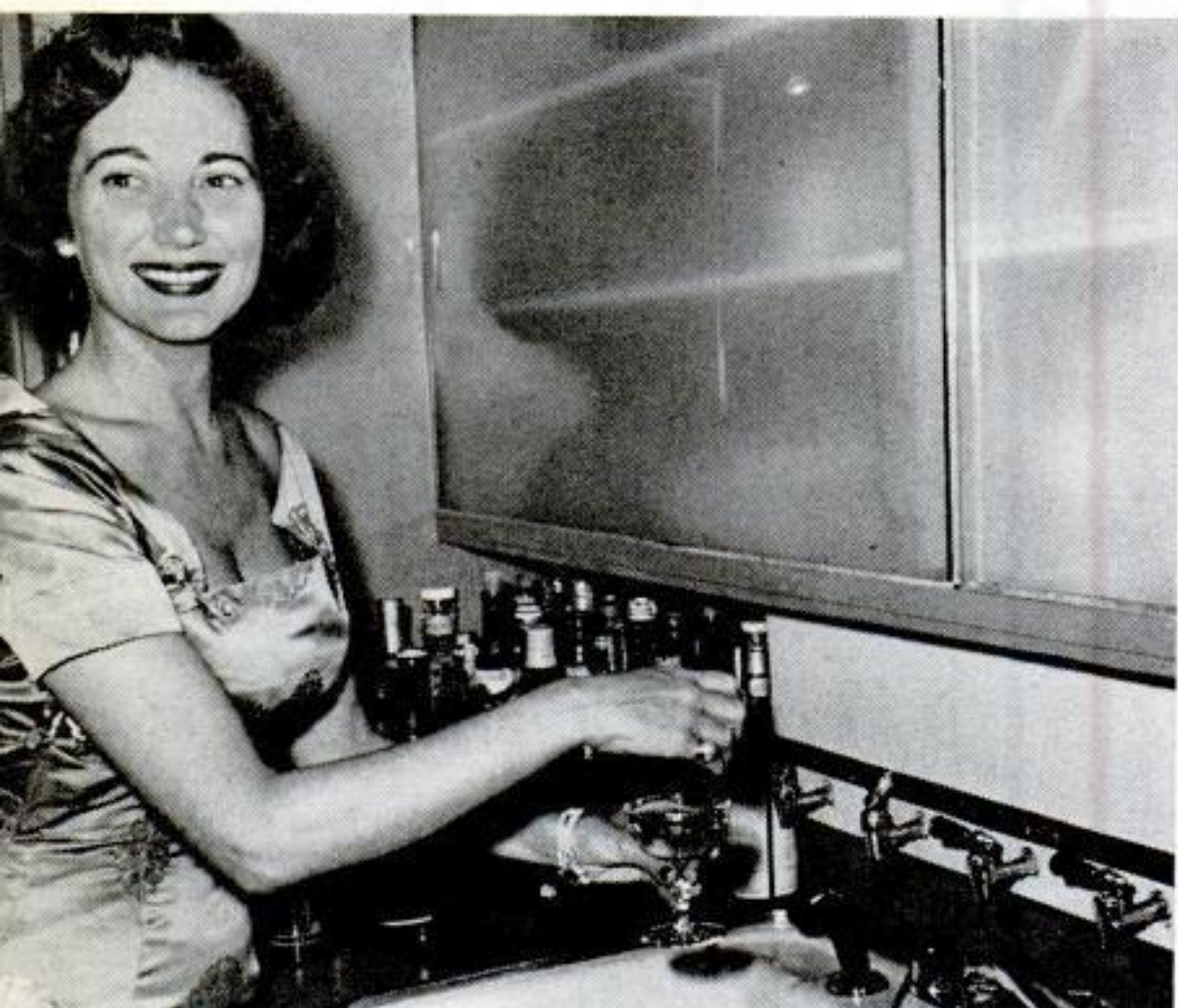
What's This? Jungle? Or Bar? Or Ballroom?

FOR WHAT'S HAPPENING, TURN PAGE

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SWIMMING TUNNEL in Hayes's pool allows Dayle Scholer to swim through one of the walls of house.



SELF-SERVICE BAR being tried by Mrs. John Victor has running champagne, Scotch, bourbon, beer.



JOINING BAND, Alix Watson plays bongos and Composer Hoagy Carmichael takes over the cymbals.

CAKE-CUTTING at midnight drew (from left) Zsa Zsa Gabor; Mrs. Norris Poulson, wife of Los Angeles mayor; Mrs. Red Skelton; Louella Parsons; Mrs. Palmer Baudette; Cobina and Rhonda Fleming.



GIFT-BEARING GUESTS CLIMB BETWEEN CEMENT STATUES REPRESENTING "DEATH" AND "LAST BATTLE"

A BIZARRE PARTY HOUSE

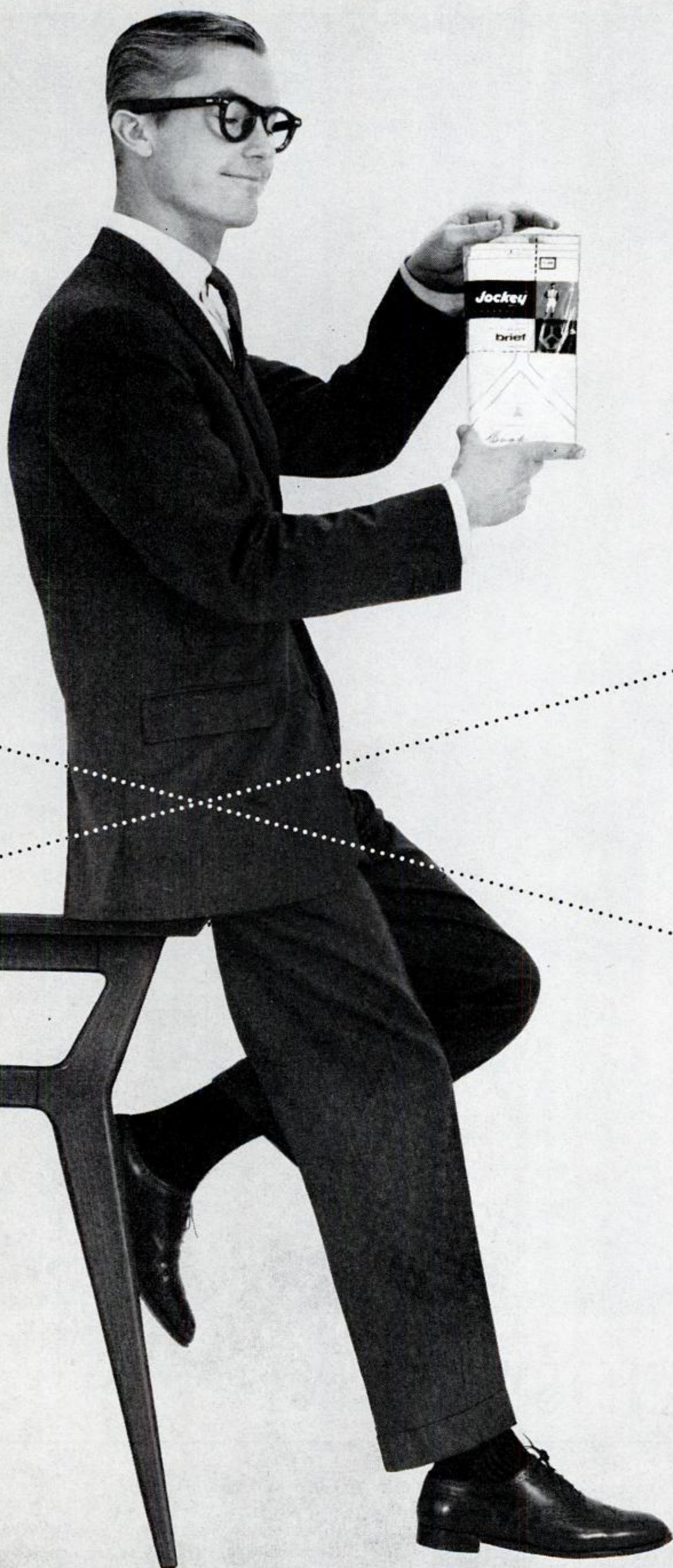
The bizarre scene on the preceding page is, in fact, a jungle and a bar and a ballroom all in one. It is the third level of a \$600,000 split-level house built by millionaire Contractor Hal Hayes with six levels, an inside waterfall and an H-bomb shelter. The "jungle" is \$35,000 worth of tropical plants, including \$6,000 worth of orchids that Hayes brought in just for one party—a celebration of the birthday of Cobina Wright, a society columnist Hollywood genuinely likes.

Some 400 of Hollywood's elite came to the party and found themselves almost upstaged by the fantastic house. The entrance stairway

was flanked by Hayes's own sculpted giant statues (above). Once inside, guests could swim in the tunneled pool (top left), dance to two orchestras in the potted jungle or explore a 450-foot, granite-hewn tunnel to the bomb shelter where Hayes keeps a three-week stock of food, water and oxygen.

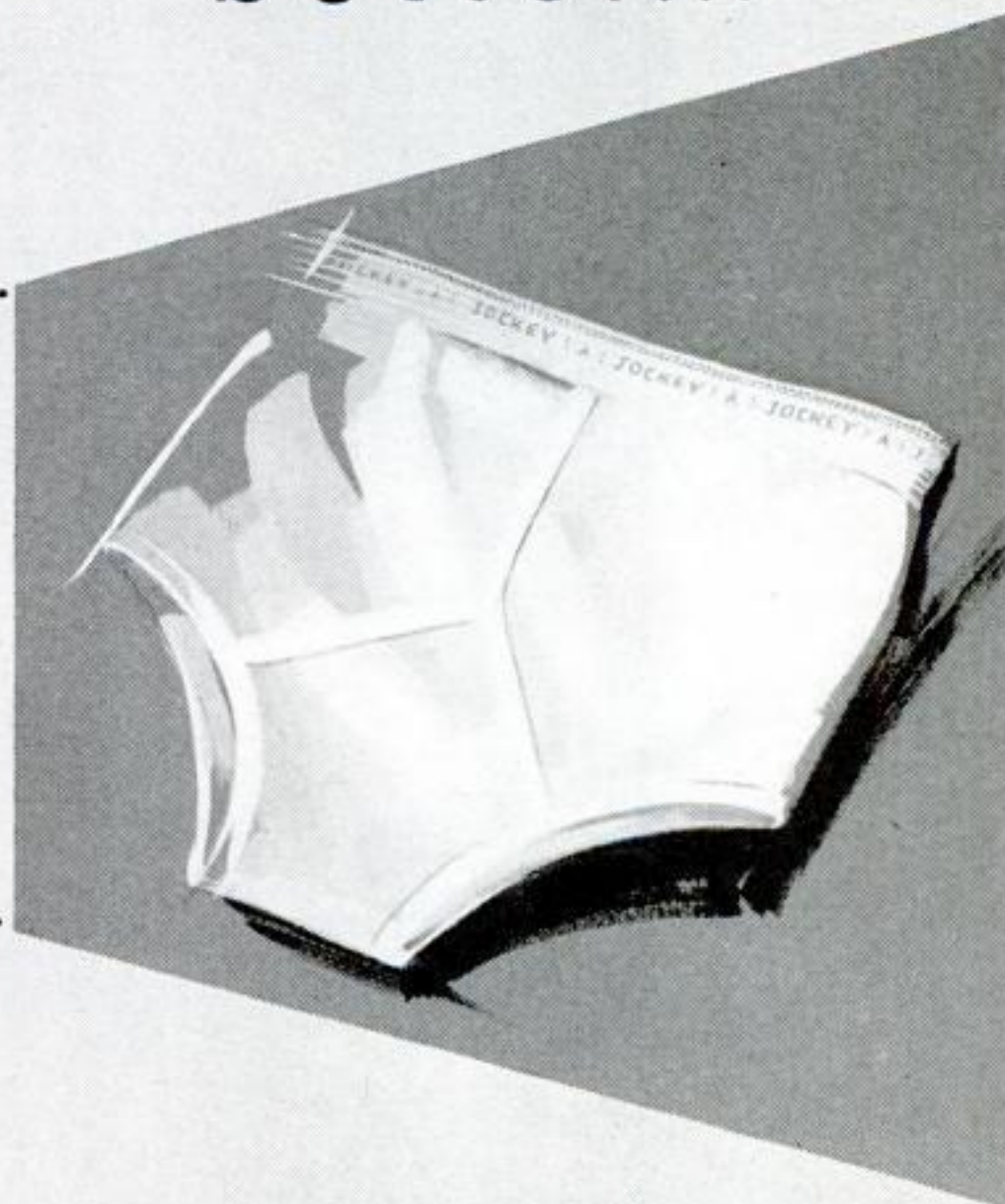
While guests loaded Cobina with presents—John Wayne gave her a \$500 gift certificate—Hayes pointed out the advantages of his home. "It's great for parties," he said. "When most people give a party they have trouble decorating usual houses to make them look unusual. I built the unusual right into this one."






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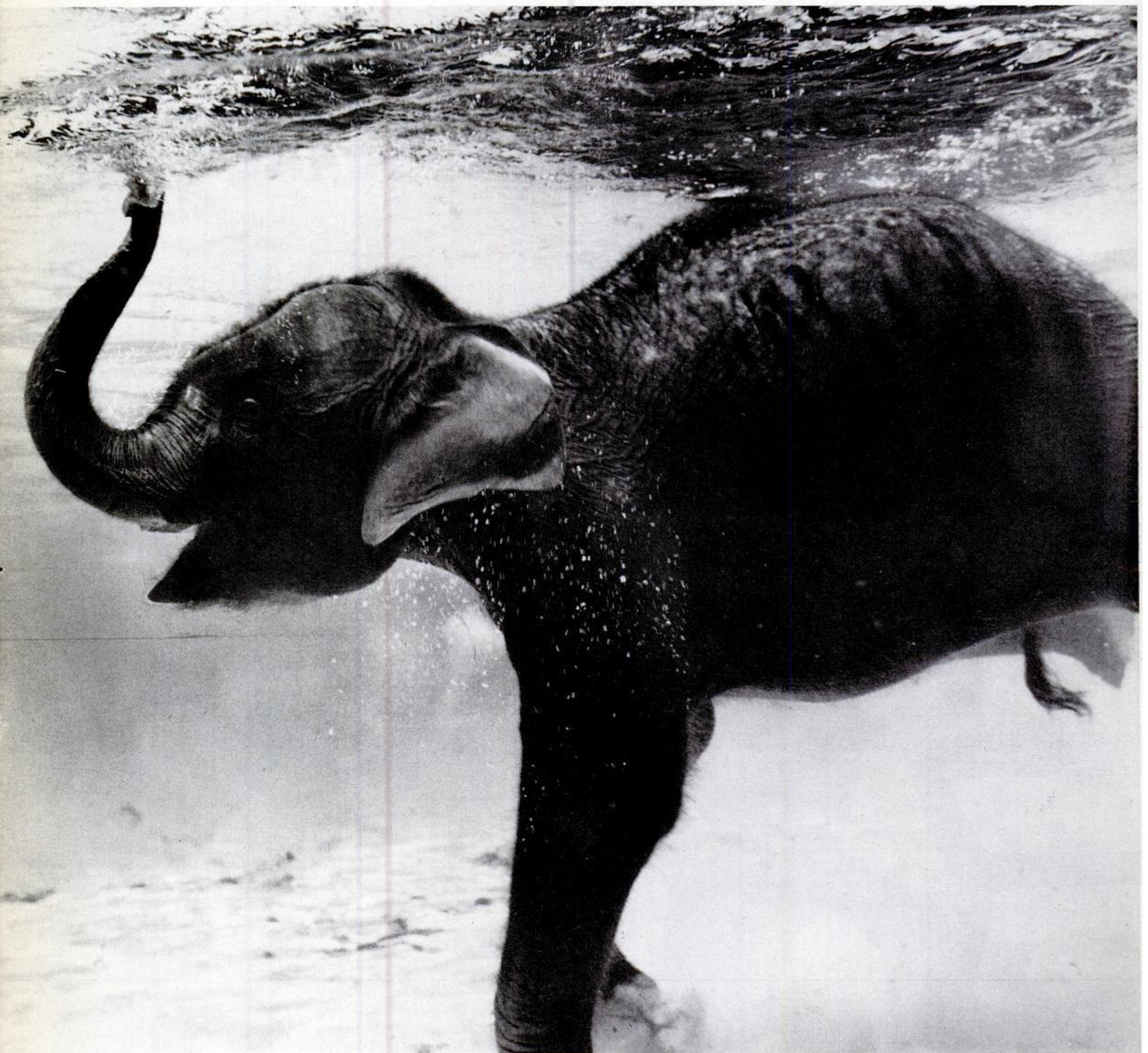
feels better
because it fits
better...



Jockey brief is basic to your comfort. It stands to reason: underwear that fits better feels better, and Jockey brand is made to fit far better than any other underwear. Coopers invented the Jockey brief to suit a man's taste and need. Discover for yourself how comfort-tailored Jockey brief helps you feel at your best all day long. Only Jockey brief is tailored from 13 individually shaped pieces to insure a perfect fit—not just at the waist but all over. Only Jockey brief feels better because it fits better!

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AN ELEPHANT SNORKELING

When a 550-pound baby elephant named Gypsy broke away from her trainer and headed out into the deep water at Silver Springs, Fla. her trainer was worried. Gypsy had never been out over her head before. But Gypsy took to the water like a sub. She went bounding along the

sandy bottom, poking her trunk up and breathing through it like a snorkel. She was having such a good time that her trainer just let her stay in the crystal-clear water until Photographer Bruce Mozert had a chance to make this remarkable picture of an amphibian behemoth.



What will you drink in 1964?

To mark the start of a second century of distilling leadership, Hiram Walker is now putting away in barrels a remarkable whisky.

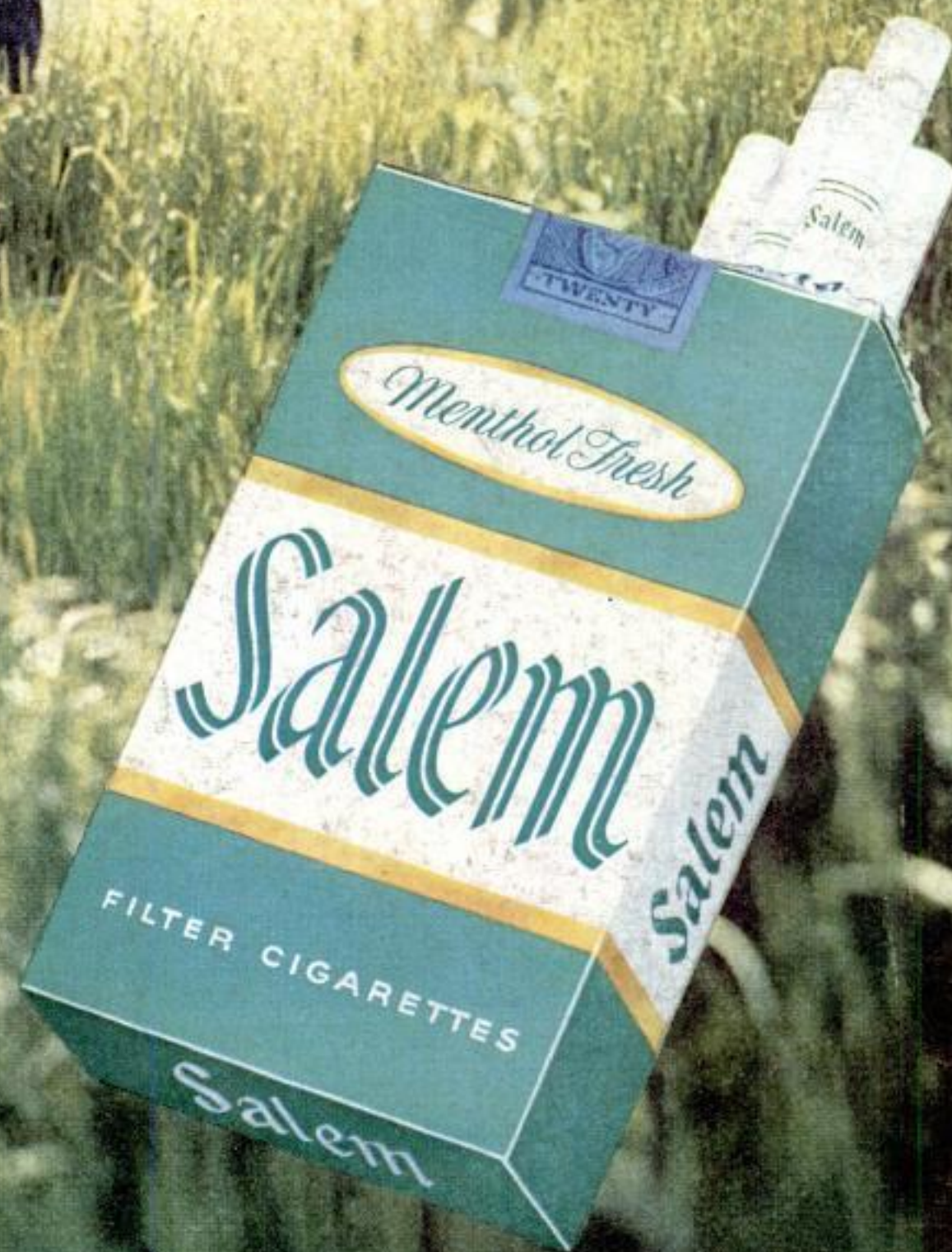
Six years from now, in 1964, this whisky will come of age. It will combine the lightness of scotch and smooth satisfaction of bourbon. Yet it will have a distinctive flavor and character all its own. You'll

be able to stay with it all evening long ... in cocktails before dinner, tall ones after.

Prediction for the future? Yes, but also a promise for this evening. Because the Canadian Club of 1964 will be the same as the Canadian Club you can buy today. Enjoy some tonight and taste why it's "The Best In The House" in 37 lands.



A new idea in smoking!



Salem refreshes your taste

- menthol fresh
- rich tobacco taste
- modern filter, too

If you love Spring . . . the sparkling, utterly clear and clean freshness of the air . . . then you'll love Salem cigarettes, for there's Springtime freshness in every puff. A whole new idea in smoking . . . rich tobacco taste with a new surprise softness that gives new ease and comfort to smoking. Through Salem's pure-white filter flows the freshest taste in cigarettes. Smoke refreshed . . . smoke Salem!

Created by R. J. Reynolds Tobacco Company

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